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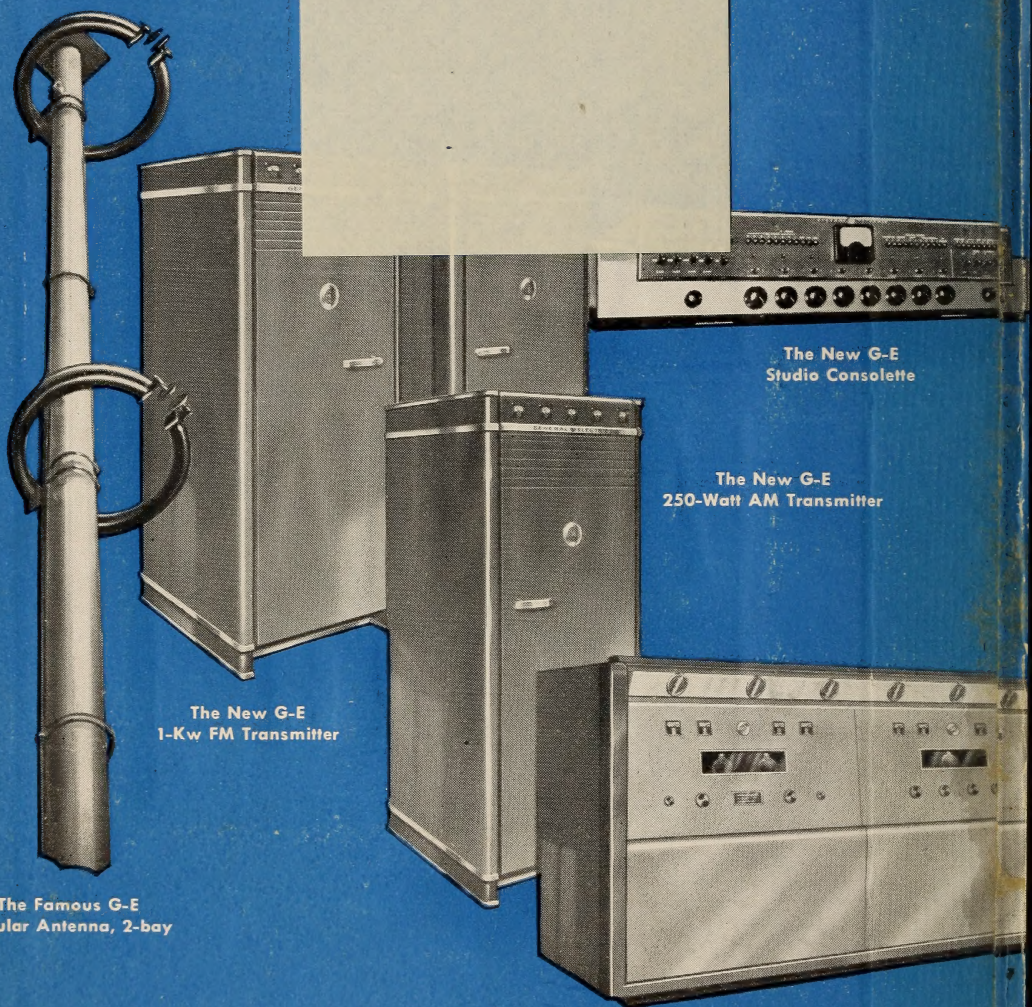

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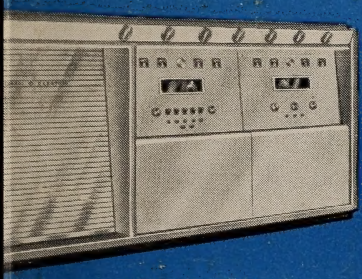

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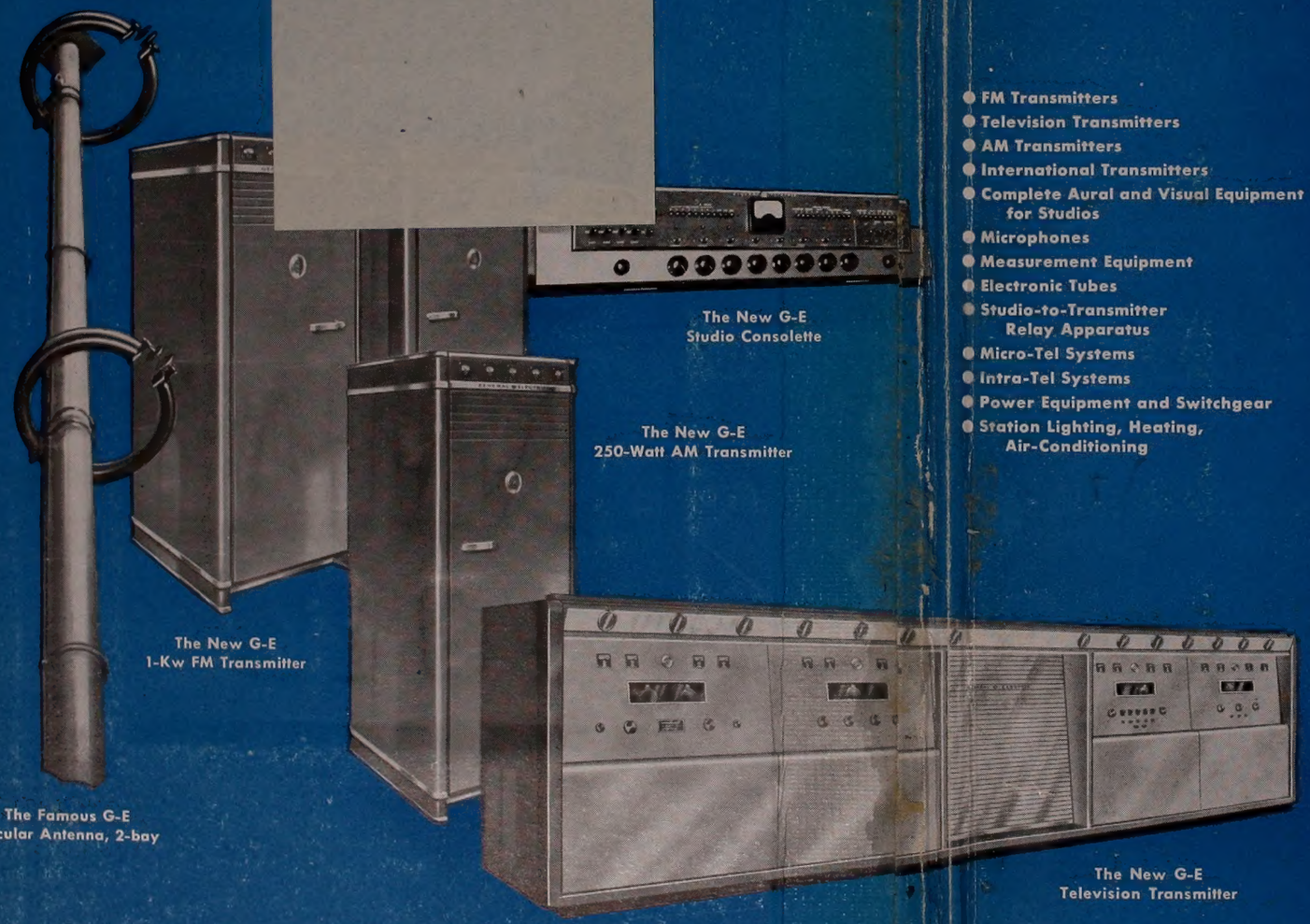

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Edited by

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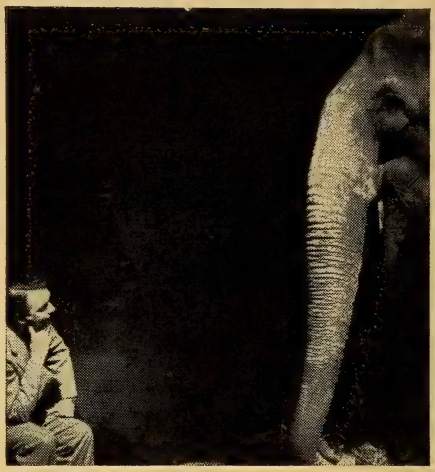

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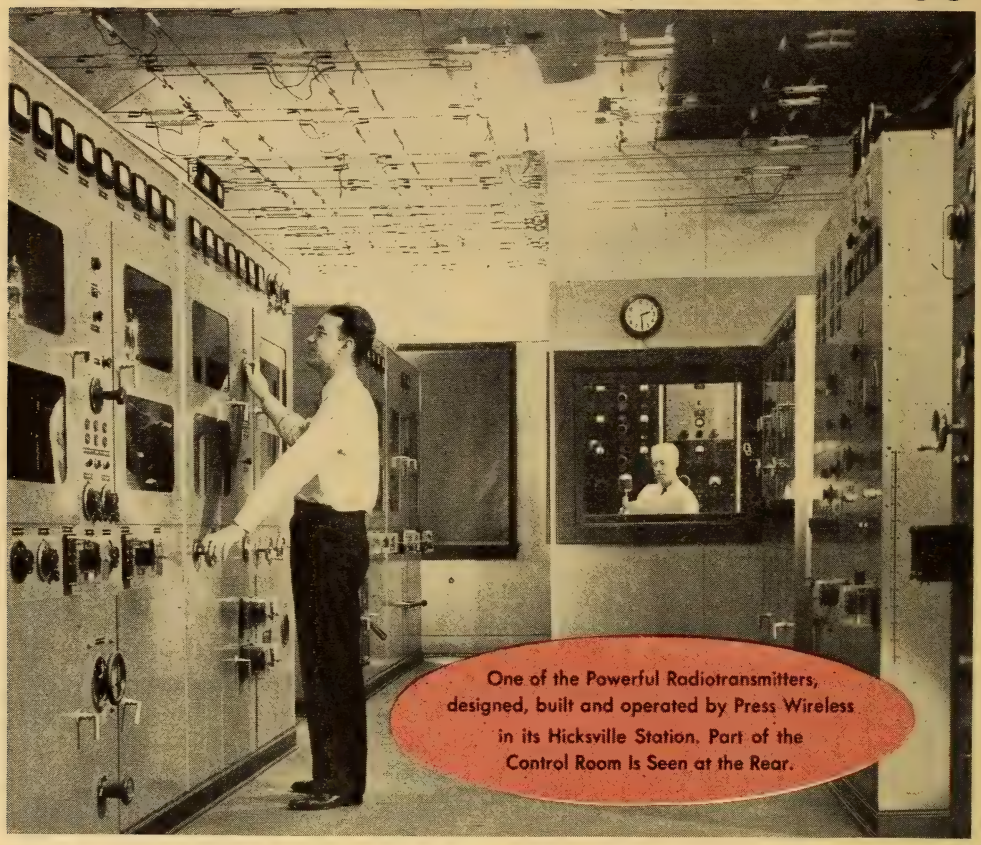

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EST. **1939** **1946**

THE ONE, THE ONLY and THE ORIGINAL!

TEL-PIC Displays and Service
362 RADIO STATIONS
Coast to Coast

Each week more and more radio stations are contracting for TEL-PIC displays. Renewed contracts are our best evidence as to satisfaction. These stations range from 100 Watters to 50,000 Watters. Upon request we shall be happy to furnish names, etc.

17"

23"

TEL-PIC LEADS BECAUSE . . .

1—Pictures are mailed daily (not just a few a week).

2—100 Booklets to each subscriber gratis.

3—TEL-PIC displays attract attention . . . Because

4—Your station copy screened on glass panel in 4 colors.

5—Separate removable slides with your copy changed weekly or monthly for station and/or sponsor promotion.

6—Pictures are carefully selected for interest so as to attract more attention from passersby.

7—TEL-PIC owns its own printing plant.

8—TEL-PIC manufactures its own displays.

9—TEL-PIC uses Press Association (division of AP) pictures.

10—Most important of all . . .

TEL-PIC Originates not Imitates!

Each merchant subscriber receives 100 bound BOOKLETS for free distribution containing photos of radio personalities that appear on *your station.* Covers of booklets are imprinted with your call letters, frequency and your message.

No other news picture company offers so much radio station publicity promotion to its subscribers.

TEL-PIC SYNDICATE, Inc.

1697 Broadway **New York, N. Y.**

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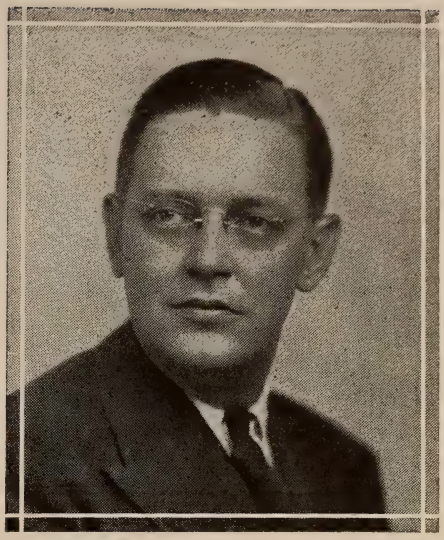
Greetings from

THE GREATEST SHOW ON EARTH

Ringling Bros and Barnum & Bailey

RADIO

FACES BUSIEST YEAR IN 25-YEAR HISTORY



By PAUL A. PORTER
Chairman, Federal Communications Commission

THE twenty-fifth anniversary year of radio has been much more than a year of ceremony commemorating the triumphs of the past. It has itself been a year of some of the most significant milestones in radio's history.

The past year saw the issuance by the Commission of its report allocating frequencies from 25 megacycles to 30,000 Mc which affords broadcasters and other operators in the communications field a blue print of the upper region of the post-war radio spectrum.

Also issued during the year was the Commission's proposed report on frequencies below 25 Mc. A final version will be issued in the near future.

Knottiest of the Commission's allocation problems was the proper location of FM, finally resolved by placing it at 88-108. Television was given the opportunity for immediate post-war development by the allocation of 13 channels below 300 Mc. The advocates of wide-channel color television were given opportunity to experiment in the 480-920 Mc band.

●

Other important milestones in the establishment of these services were reached when the Commission issued its rules and regulations and standards of good engineering practices for FM and television.

The wartime freeze on the construction of new radio stations was ordered lifted by the Commission on August 7, effective 60 days later.

Following its decision granting transfer of the Crosley radio interests to the Aviation Corporation, the Commission issued a proposed plan whereby all interested parties would be given an opportunity to apply for licenses of broadcast stations which are offered for sale. At the same time, the Commission announced that it will recommend that Congress consider the desirability of adopting a yardstick to measure the appropriate value of stations and also consider defining further the qualifications of licensees and particularly to determine to what extent holding companies, investment banking groups, large industrial empires and other business should be permitted to own stations.

●

A policy of more detailed review of broadcast station performance when passing on renewals was adopted by the Commission. In an order dismissing the UAW vs. WHKC case, the Commission stressed the duty of each station licensee to be sensitive to the problems of public concern in the community and to make sufficient time available, on a non-discriminatory basis, for full discussion thereof, without any type of censorship which would undertake to impose the views of the licensee upon the material to be broadcast.

The Commission ruled that reports of stations to the Commission showing ownership were to be open for public inspection.

There is every indication that the coming year will be even busier than the past one. The development of all forms of broadcasting will be one of the most significant elements in the nation's reconversion picture and the industry and the public can be assured that the Commission will exert every effort to expedite that growth for both the immediate and long-range benefits that can accrue to all.

For Complete FCC Personnel Please Turn to Page 225

We're trying to act our ages

It's a little difficult, sometimes. On the one hand, we pride ourselves on being a young, frisky network that puts all the energy and enthusiasm of youth into everything it does. On the other hand, we're still sporting the long beard of experience we grew during the years our network was known as "The Blue."

As *names* go, ABC is America's youngest major broadcasting company. Yet WJZ, our key station in New York, is practically as old as radio broadcasting itself—and our nearly 200 affiliates from coast to coast are rich in experience, too.

We're trying to act *both* our ages, so that the people we do business with can get the combined benefits of seasoned radio experience *and* the willingness of youth to go out and do a job.

Our plans for the future are ambitious. We expect to do big things in radio and television. But our greatest ambition is to keep all the good friends we made in the past—to enjoy the same pleasant dealings we've had with the hundreds of time-buyers, musicians, artists, salesmen and engineers who first got to know us as "The Blue" and who assisted in our rebirth as ABC.

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

RADIO

Greatest Social Force World Has Ever Known

By
JUSTIN MILLER
President, National Association of Broadcasters

FROM a humble beginning in the crystal set era, radio has forged steadily ahead until it is now one of the greatest social forces the world had ever known. It has done this within a brief span of time embracing only 25 years—a fleeting moment in the vast chronology of history.

Free American Radio looks with pride upon its achievements and its place in the world scene. Those achievements could have come only from this, the one broadcasting system which is not government owned, or in large part government controlled.

A prophecy of its future may be found in radio's enviable war record; a record which the industry made of its own free will, in a spirit of cooperation that found every one of more than 900 broadcasters homogenized into a purposeful war effort and lifted radio to an undisputed position as the greatest of all instruments of communication, in coordinating and sustaining the unity and morale of 140,000,000 determined minds.

•

Free American Radio, immeasurably richer in its own traditions, and potentially stronger through the development of new forms, returns to peacetime operation.

•

With the industry entering this promising phase of expansion, the National Association of Broadcasters is improving and expanding its service to its membership and the great American public which it serves. Our departments of Research and Engineering will be developed with a view toward keeping our members fully informed on engineering and other technical phases.

A carefully selected committee of exceptionally able men is planning, with a sureness born of experience and a well-rounded knowledge of the requirements, an operating program for NAB's new Employer-Employee Relations Department.

The Department of Broadcast Advertising is busily engaged in perfecting an elaborated pattern designed to cultivate new business for broadcasters, especially in the field of local retail advertising. Small market stations now have available a service tailored especially to fit their needs, and devoted exclusively to their interests. This service will be expanded constantly. An encouraging situation prevails in the legislative field, and in our relations with government.

•

A penetrating analysis of every aspect of public relations is energetically underway with two considerations, program service and industry self-regulation, receiving marked attention. Meetings for the purpose of discussing the problems of program managers and news editors are being held.

The American broadcaster has earned a substantial place in the community life of the Nation. It is his purpose to dedicate his services, continuously, to ever-improving operation in the public interest. With the aid of the public he serves—a traditionally insistent public demanding constant improvement—the American broadcaster is striving toward fulfillment of radio's high destiny as a social force. Minor irritations, healthy signs of warm interest, fortunately are not lacking. The very freedom of the public to criticize a system that is dependent solely on acceptance by that public has made American radio the best in the world.

For Complete NAB Section and Personnel Please Turn to Page 898

Thanks

To the radio editors of the United States and Canada.

To my brothers, sister, and the boys in the band.

To the Roosevelt Hotel.

To Larus & Brother Co., Inc., Makers of Chelsea Cigarettes and Edgeworth Pipe Tobacco.

And to our exclusive agents and friends, MCA.

Guy Lombardo

Industry Outlook Bright For 1946-47

By FRANK BURKE, Editor, RADIO DAILY

RADIO greets 1946 with prospects of a boom unprecedented in the history of the twenty-five-old industry.

Although beset with problems of reconversion during the past fall and winter, the backlog of orders for equipment, the applications for new stations, and the present volume of business, augurs well for the present year.

Applications for construction permits in the AM, FM and television fields continue to pour in at the headquarters of the FCC in Washington. Based on pending construction permits 1946 should see the number of stations in the United States doubled—2,000 or more stations before the end of the year.

Manufacturers of sets and equipment, hard pressed by reconversion problems in 1945, look forward to resumption of peacetime production. The OPA price regulations, strikes, shortages of materials have been among the factors which have caused delays.

In the employment field the picture has improved immeasurably since the wartime days. Trained executives and technicians needed by broadcasters and manufacturers alike have returned from services in the armed forces and many thousands more of skilled help are being recruited for industry from the ranks of the G.I. Joes.

With the selection of Judge Justin Miller as president of the National Association of Broadcasters and a revamping of NAB policies especially in the labor and public relations field, the organization looms stronger this year. Labor relations as they relate to James G. Petrillo and the AFM have been placed on the agenda by Judge Miller and indications are that improvement will be noted in the coming months.

Allocations Settled

Most important in the technical advances has been fixing of FM and television allocations by the FCC. These decisions, while contested in some quarters, have had a stabilizing effect within the industry with both prospective broadcasters and manufacturers looking ahead to production in 1946.

While no concrete figures are available at this time as to the actual number of new stations which will be erected this year it is possible that 50 television transmitters; 500 FM stations and 200 or more AM stations will be on the air before 1947. These installations, however, are predicated entirely on the ability of the industry to get into full production within a short time.

Coupled with the prospects of much new station equipment is the demand for radio, television and FM receivers and the urgent need for replacement parts at the transmitters. The new set market is tremendous with indications that the industry can work full time production for the next three years before they deliver the requirements of the domestic market.

In the radio production and programming field no outstanding trends are indicated. One phase of programming that is being watched closely by both agencies and clients is the commentator and news broadcasting field.

Educational Outlook

Educational radio is looking to FM in 1947 to give impetus to school broadcast development with the Radio Council of the Chicago public schools being in the foreground of this experimentation. Likewise Ohio State University is fostering development of FM in education.

In appraising the public service obligation of radio for the new year it is the consensus of broadcaster opinion that radio has a special mandate to clarify the issues still standing in the way of real peace. To this end NAB and other organizations are fostering a movement for emphasis on peace and improved racial relations during 1947.

All in all the outlook for 1946 in the electronic industry is bright. With full time production getting in stride this year the prospects for 1947 are still brighter.

LUCKY STRIKE

Presents

Every Sunday Over NBC — 7 P. M.—E.S.T.

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DON WILSON
LARRY STEVENS

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

TEN OUTSTANDING RADIO NEWS EVENTS OF 1945

The atomic bomb announcement and news of its devastation of Jap cities.

•

The defeat of Germany—V-E Day, and resultant celebration.

•

The defeat of Japan—V-J Day, dramatic status of uncertainty.

•

The death of Franklin Delano Roosevelt. Observation for three days by webs until interment services.

•

The death or mystery of Adolf Hitler's disappearance, still a topic of conversation.

•

The establishment of the United Nations organization in San Francisco.

•

The defeat of Winston Churchill in the first British election in years.

•

Postwar developments in South America, Europe, Orient and other Asiatic points.

•

The nation's reconversion program, business situation and strikes.

•

The war criminal trials at Nuremberg and in Manila, first of their kind in history.

•

Outstanding Broadcasts:

Norman Corwin's "On A Note Of Triumph," full hour show on CBS network.

•

Baukhage coverage of the funeral services of Franklin Delano Roosevelt for ABC.

•

Exclusive broadcast by MBS of the sentencing of Yamashita, Japanese war lord.

•

Pooled broadcast by Merrill Mueller, NBC commentator, during the Japanese surrender aboard the deck of the U.S.S. Missouri, covering signing of documents.

THANKS A MILLION . . . for helping us raise over a million Christmas Gifts for disabled War Veterans.

EDDIE CANTOR

"I Love To Spend Each Wednesday With You"

9 P.M., E.S.T. — N B C

Broadcasting Over 127 Stations for SAL HEPATICA and TRUSHAY

Programs Of 1945 —A Network Picture

By M. H. SHAPIRO, Managing Editor, RADIO DAILY

FOR the edification of the nation's listeners, the four major networks, American, Columbia, Mutual and National, broadcast a combined total of 28,684 program hours. Three out of the four webs broadcast music to the extent of approximately 30 per cent average, with drama and news in second or third place, depending upon the network. Here is the record:

AMERICAN

American Broadcasting Co., Inc. broadcast a total of 6,026 hours with music taking up 1,698 hours, or 28.2 per cent, devoted to various forms. News in second place, totaled 1,142 hours, accounting for 19 per cent of all programs aired. Variety moved into third from fourth place it held the year previous, with 933 hours, equalling 15.5 per cent of the year's total broadcasts. Dramatic programs gave way to news and found itself in fourth place on the network with 818 hours, or 13.6 per cent of all broadcast hours. Generally, American's time was 62 per cent sustaining and the rest commercial. Approximately 35 per cent of the total hours on the air in 1945 were under the classification of public service programs.

COLUMBIA

Picture on Columbia Broadcasting System reveals 14,990 sustaining programs of 4,611 hours duration in 1945 and 1,309 commercial shows totaling 4,038 hours of broadcast time. Drama, script serials and other forms, totaled 2,706 hours, both commercial and sustaining, but with a four to one ratio in favor of sponsorship; music however was hard by with 2,698 hours of time, greatly on the sustaining side. Of 7,381 such programs, 6,313 were sustaining and 1,068 were commercial. Popular music predominated in each case, with light and serious music following far behind, in order named. Variety was sponsored to the tune of 432 hours and 366 variety hours were heard as sustainings. There were 789 hours of news reports, of which 270 were sponsored; analyses and reports, roundups of correspondents, built up toward a grand total of 1,398 hours of news of which total 529 were commercial. Talks, quizzes, discussions, interviews, etc., ran up 868 hours of which total 511 were commercial. These included public affairs, agriculture, household and other shows. Religious services, talks and music, hit 104 hours, but none of the 198 programs in this category was commercially sponsored.

MUTUAL

Mutual Broadcasting System dedicated approximately 32 per cent of its total programming to public service shows. This included religious, educational and special musical programs directed toward the then present war effort, news broadcasts, speeches and sports coverage. Total number of broadcast hours is estimated at 5,928. Broken down, the figures indicate: 242 hours of religious broadcasts; 99 hours devoted to educational shows; 323 hours toward the war effort; 161 to musical shows; 1,024 to news broadcasts and 127 hours to forums, making a total of 1,976 hours of non-commercial programs, excluding 151 hours devoted to special events and 53 hours to special sports shows.

NATIONAL

National Broadcasting Company's major programming was music as to the number of hours, 32 per cent of the total. Sponsored was 580 hours of this music and sustaining 2,078; former comprised classical, semi-classical and light music; latter category included 534 hours of dance music. Drama comprised 23 per cent of the total hours on the air. Of the 1,903 dramatic hours of programming, 1,730 was sponsored and 172 sustaining. News, which accounted for 21 per cent of the total, found 319 hours of news reports sponsored and 506 hours of analyses commercial. Variety, sponsored, was heavy comparatively speaking, with 603 hours commercial.

Otherwise NBC had 197 hours of quiz shows sponsored and 76 hours sustaining; making 3.4 per cent of the total.

For Complete Listing Of Commercial Programs On Major Networks See Page 865

NEW YORK OFFICE—1650 BROADWAY

TEN OUTSTANDING TELEVISION EVENTS OF 1945

Regularly broadcast network television was begun linking New York, Philadelphia and Schenectady.

●

Long distance tele transmission was further advanced when the Bell System announced that at least 1,500 miles of coaxial cable would be laid by the year's end.

●

Philco Radio applied to the FCC for experimental relay stations in New York, Philadelphia and Washington asking for frequencies between 42 and 10,000 mc.

●

The first comprehensive experiment of classroom tele was announced by the New York Board of Education and NBC.

●

A plan for using airplanes cruising in the stratosphere for transmission of tele and FM was revealed by Westinghouse and the Glenn L. Martin Co.

●

The installation of three complete tele studios in the New York department store of John Wanamaker Co. announced by Allen B. DuMont Laboratories, Inc.

●

Successful transmission of full-color, high frequency tele across the New York skyline was announced by Paul Kesten, CBS vice-president.

●

A super-sensitive pickup tube, the image orthicon, claimed to be 100 times more sensitive than previous tubes was unveiled by RCA.

●

Coaxial cable between New York and Washington will be turned over to telecasters for experimental use after Jan. 1, the Bell System announced.

●

RCA demonstrated color tele, but said it would not be practical for home use for five years. Vastly improved monochrome was also shown and declared ready.

For Television Year Book—100 Pages—Please Turn To Page 965

HOPE
1938-1946
PEPSODENT PROGRAM
PARAMOUNT PICTURES

Reconversion Is Dominant Factor

By BRIGADIER GENERAL DAVID SARNOFF, President RCA

SINCE V-J Day, in August, "reconversion" has been the dominating factor in research as well as in production at Radio Corporation of America. Laboratories that devoted every effort to the war now are concentrating on peace, as are broadcasting and communication services.

Since the war, the new supersensitive television camera tube called the Image Orthicon, developed in RCA Laboratories, was demonstrated at the NBC studios, in an exhibition that showed how television has acquired an electronic eye so sensitive that it sees in candlelight, moonlight, twilight or even in darkness with the scene "illuminated" by infra-red rays. This achievement solves major problems in television programming and in outdoor pick-ups, making possible 24-hour news coverage. Here was a camera that brought new life and detail into television at the Army-Navy football game, despite the darkening shadows of a December afternoon.

Crossing New Frontiers

The demands of war led the scientists across new frontiers in the spectrum of space. In applying television techniques to radar and in mastering the radio "echo," as well as in the development of secret systems of communication, new and even shorter wavelengths have been harnessed to perform new magic. A recent demonstration by the Western Union Telegraph Company of an ultra-short wave radio relay system, developed by RCA was a revolutionary step in electric communications, destined eventually to replace thousands of telegraph and telephone poles and thousands of miles of wire from coast to coast.

As a result of wartime developments, vehicular radio, or "citizens' radio," as it is popularly called, is about to be introduced. From microwave transmitters in automobiles, trucks and buses, travelers on the highways will be able to establish contact by radio with the nearest telephone exchange so that they can talk with any telephone subscriber in the country, just as a passenger on a modern ship can telephone via a radio link to home or office.

Civilian radio production is under way. Home and automobile receivers again are coming into the market, along with the new and improved Victrola phonograph. With "the music you want when you want it," the phonograph steadily climbs in popularity. A new non-breakable record, the most revolutionary development in phonograph records in forty-five years, has been introduced by RCA Victor to mark a new milestone in the reproduction of music by the world's greatest artists.

Television Ready For The Home

Science has made television practical for the home. All elements of a satisfactory television system are available. Television networks are in prospect as automatic radio relay stations are being built to relay television from city to city. At the same time the coaxial cable, another artery of television, is being extended; already New York is linked with Washington by means of this new cable, and it is moving into the South toward Dallas, Texas. Gradually, radio relays and coaxial cables will grow out across the country to link coast with coast—and to provide a nationwide service of sight and sound.

Before nationwide television is possible, however, there must be hundreds of transmitters to supplement the nine commercial stations now on the air. These transmitters will begin to be generally available late in 1946, and by the end of 1947 considerable activity in television broadcasting may be expected.

Television will be widely utilized throughout commerce and industry. Department stores will use it so that the public may shop by television; through intra-store television, merchandise will be displayed throughout the stores at "telesite" salons. Gimbel Brothers in Philadelphia, in co-operation with RCA Victor, have demonstrated this idea with

(*Please See Page* 59)

EDGAR BERGEN
and
CHARLIE McCARTHY

The Chase and Sanborn Show
Sunday Evenings
N.B.C.

In Production . . .
Walt Disney's
"Mickey and the Beanstalk"

A Place In The Sun For Women In Radio

By DOROTHY LEWIS, Coordinator of Listener Activity, NAB

DURING 1945 the importance of women in radio increased in significance primarily through two factors: their continued participation in wartime industry operation and the rapid growth of the Association of Women Directors of the National Association of Broadcasters. While during the war emergency women filled numerous staff jobs including engineering, many will automatically take over other duties with the replacement of veterans. Permanent values have accrued from this experience, however, since an all-round knowledge of station operation constitutes a necessary asset.

As part of their wartime service women broadcasters were represented by several well-known commentators in several war theaters, notably, Dorothy Thompson, Mary Margaret McBide, Kathryn Cravens, Katherine Clark, Rhona Lloyd, Janet Flanner, Ann Stringer and Pauline Frederick (Mr. Baukage's assistant).

•

One woman station manager, Mrs. Scott Bowen, WIBX, Utica, had the distinction of winning the coveted Peabody Award for the program "Cross Rhoads."

Linnea Nelson, time buyer for J. Walter Thompson, continued her important service to the industry through numerous NAB and AWD committees.

The Association of Women Directors increased its membership to over 700 women on 425 stations in 270 cities. Their activities supplement and complement many of the NAB's purposes and projects.

•

The AWD has many Associate Members, some in other countries. These women are in official radio positions in government, advertising agency or educational fields.

AWD members have taken active part in many important drives in 1945 rendering concrete service to national groups through appeals to homemakers.

Highlighting the year was the launching of the 1945 campaign "Women of the United Nations." Not only did such distinguished personalities as Mrs. Franklin Delano Roosevelt and Queen Wilhelmina, but thirty-five national groups and all of the United Nations officially cooperated. Material was prepared by these countries and organizations for use on women's programs throughout the country. In 70 cities, AWD women spearheaded community campaigns dedicated to interest and inform their listeners about the United Nations. In this connection several women broadcasters attended the San Francisco conference, among them Dorothy Lewis who sent back official releases to AWD members. She later rendered this same service from the Food and Agriculture Conference at Quebec. This international project of AWD won commendation from government and civic leaders. Alma Kitchell and Dorothy Lewis represented the Association at White House and State Department conferences.

•

Another 1945 AWD project was the celebration of radio's 25th anniversary. Special material was forwarded to members in 270 cities where special programs with tributes from prominent local leaders were featured.

•

Thousands of women radio chairmen and officers of women's groups numbering into the millions have served radio through national radio committees and local Radio Councils.

On January 1st, 1946, there are three announcements of special interest to women:

On March 16th AWD will launch its third campaign on the theme "Women in the Communicative Arts; Their Part in Developing an Informed Public Opinion."

A census of AWD members and a membership drive is being launched during January and February.

Baroness Marthe Boel, Presidence, Conseil International des Femmes, announced the appointment of Dorothy Lewis as Vice-Convener of Radio for this key organization in most of the United Nations.

JOAN DAVIS

Starring On The
"JOAN DAVIS SHOW"
For
"SWAN SOAP"
CBS—Every Monday Night

1946 Radio Market —Larger Than Ever

By WILLIAM NOBLE, President, Noble & Swars, Inc.

THE first full peace time year presents Radio with an opportunity to increase rapidly its great listening audience. Once again sets will be available in unlimited quantities and radio's potential listening audience should be upped substantially before the year's end without doubt.

That a new radio set stands high on the list of most desired purchases when goods become plentiful is revealed by numerous surveys made during the course of the war time years. In the case of radio it is significant to point out that the greatest increase from 1944 to 1945, in a survey conducted by the Bureau of the Census indicates that radio sets show the greatest per cent increase of six major household appliances. The Bureau estimates that well over 5,000,000 families will be in the market for a new radio set when they become available. Naturally this figure does not represent radio's new potential audience, but together with the yearly increase in number of families plus recovery of those "dead" wartime radio homes, it does indicate that radio's 1946 audience will be substantially greater than the 1945 audience.

•

Radio Homes figures presented in another section of RADIO ANNUAL for Major Radio Markets take all these factors into consideration. While the total United States estimate for Radio Homes declined in 1945, for the first time despite the greati ncrease in the number of families, the 1946 Total United States Radio Homes is estimated at an all-time high of 34,398,302—a national family coverage of 91.0 per cent based upon the 1946 estimate of 37,786,000 families.

Major cities of the country—those which showed an actual gain in civilian population during the period 1940-1943—while the nation's civilian population declined as a whole—are expected to maintain their rate of growth in 1946. At the same time rural counties, many of which suffered severe losses are expected to regain some part of these losses during the year due chiefly to the return of veterans to civilian life. All this adds up, of course, to Radio's biggest potential audience of all time.

•

During the war we witnessed the greatest numerical dislocation of population in our history. The drift was to the industrial cities in the main and away from rural areas. Surveys conducted during the past two years in many cities show a surprising number of persons who intend if possible to remain in their new homes. This is particularly true in Pacific Coast cities where the milder and more even climatic conditions apply. Naturally, all those who relocated will not remain, but by comparing regional, state and county civilian population figures from the 1940 Census with the subsequent releases on War Ration books, it can be clearly seen where population shifts have occurred.

Radio's national family coverage, now standing at 91.0 per cent is the greatest single market medium available to the national advertiser. When it is remembered that commercial radio only celebrated its twenty-fifth aniversary in 1945 and in that comparatively short time has reached this eminence as our leading mass medium, it reflects credit on all those who have made this possible so short a time.

•

Future growth of family penetration by radio will be governed principally by the single factor of yearly family increase. With the present 91.0 per cent family coverage radio has practically reached the limit of response to advertised messages or to put it another way, radio has attained nearly complete coverage of selective families. However, most forecasts on number of families show substantial gains yearly up to and through 1960 and if the present coverage percentage prevails, then nearly all new families will become "Radio Homes."

For Major Markets—Radio Homes Section Please See Page 247

Bud Lou

ABBOTT *and* COSTELLO

On The Air

Thursdays—NBC
For CAMEL CIGARETTES

★

On The Screen in
UNIVERSAL PICTURES

★

Exclusive Management
EDWARD SHERMAN

New York Philadelphia Hollywood

The Current Era Of Television

By J. R. POPPELE, Pres., TBA—V.P., Chief Engineer, WOR

MUCH has been written or said about the "promising era" of television. I hereby inter the "promising era" for good. It ceased to exist the moment the defeated Japanese military aides affixed their signatures to the surrender documents aboard the Missouri in Tokyo harbor last September.

At long last we can ditch the "promise of television" for something we've all been "promising" for years,—television for everyone is here. The year just ended marked the beginning of television's participation in our daily lives. Granted, delivery of equipment is still in the stage of expectation, but by the time these words appear in print, it shall have, to some extent, reached the market.

•

During the war the torrent of promises for television rolled off lips and the presses in an unending stream. Some of them were well grounded; a great many others soared in the realm of dreams and nonsense. Separating the wheat from the chaff brings these factual certainties to light:

1. Large screen television sets for home use, with improved definition and operating efficiency, have been demonstrated and put into production.

2. Flat-faced cathode ray tubes for direct viewing and projection television were manufactured and shown to be far superior to pre-war rounded-edge types.

3. The immense possibilities for television's use in news pickups was demonstrated when RCA tore away the veil of secrecy on its uncanny Image Orthicon, making possible the scanning of news events that take place in little light—or no light at all!

4. Network television on a regular operating basis was inaugurated Saturday, December 1, when the Army-Navy football game was coaxial-cabled from Philadelphia to New York City and air-relayed to Schenectady. Thus audiences in Philadelphia, New York and Schenectady watched the classic event simultaneously. The Washington-to-New York cable link for video was scheduled to begin in January of this year.

5. Most important, the Federal Communications Commission authorized immediate commercialization of 13 channels for television operation and over 140 firms clamored for frequency assignments. An allocation plan making possible over 400 video stations in the first 140 major markets of the nation was approved by the Commission.

•

In addition to the foregoing, television stations operating in five major cities from coast to coast began a gradual expansion of program service to the public. At the year's end some stations were telecasting 17½ hours a week, the most ambitious programming since 1940.

The demand for television receivers, which, up to the end of 1945 were not in general production, amazed even the most ardent enthusiasts. Program parties at homes of those possessing television receivers have been a general rule for sometime, with as many as 60 persons viewing the Army-Navy classic on receivers in some homes.

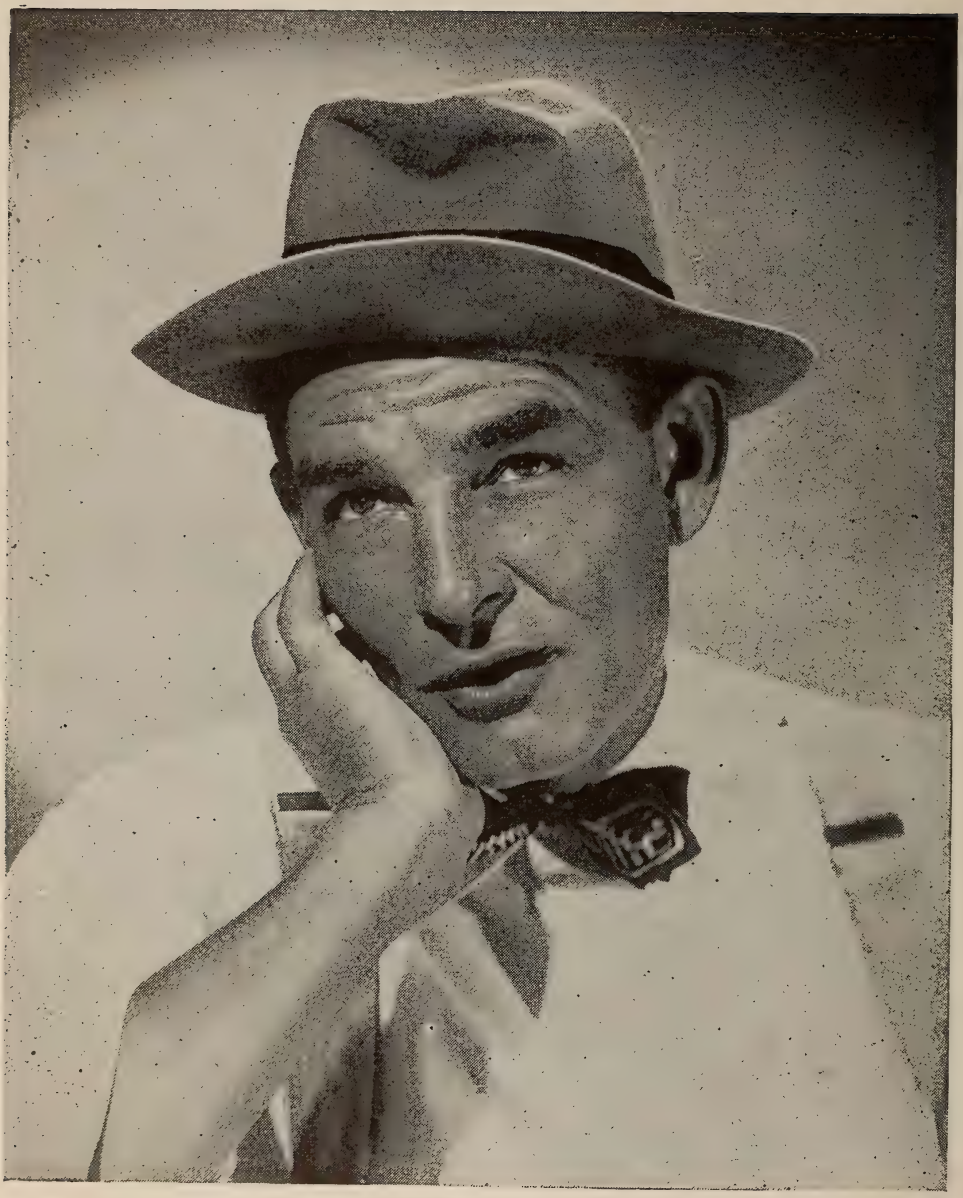
Thus it is quite apparent that the "promising era" of television has resolved itself into the "current era," and now that we have finally seen television come into its own, there is every reason to believe that it will carry to the far reaches of the nation on its own atomic momentum.

To say that television has attained the acme of perfection is to court ridicule. Men of science who probe the mysteries of our electronic world tell us they see advances which, in time, will make present perfection appear crude.

•

We may well assume that these future developments will bring us three-dimensional and all-electronic color images, more compact receivers in great volume at low cost and an array of other awaited improvements that will amaze the world and expand our industry.

For Television Complete—Please Turn To Page 965



Ed (Archie) Gardner

BMB Objective A 'Yardstick'

By HUGH FELTIS, President, Broadcast Measurement Bureau

"HOW many listeners have you got? And where are they located?

These questions are fundamental in the purchase of radio time, and therefore fundamental in its sale.

The number of families who listen to a station and their location are the most basic of all radio measurements. Odd, then, that the 25th anniversary of commercial radio should be but the birth date of BMB, designed primarily to provide this measurement.

For years radio stations have used widely varying definitions of station audience, widely varying yardsticks whereby to measure it. Indeed, the growth of commercial radio has focused attention on the need for a common yardstick by which to measure station audiences and has prompted the formation of BMB to create the yardstick and measure station and network audiences by it.

The Association of National Advertisers and the American Association of Advertising Agencies as well as the National Association of Broadcasters are represented on the Board of Directors and on every committee of BMB, assurance that BMB will serve buyer and seller alike.

What Does BMB Measure?

BMB measures station listening by radio families in the continental U. S. The BMB Index of Station Audience will report the number of families who listen each week to every subscribing station—separately by day and night. The weekly standard is based on the normal radio programming cycle. The BMB measurement of total audiences establishes a true potential for the comparison of all stations.

How Does BMB Measure Listening?

In measuring station audiences BMB uses the controlled-mail ballot technique, which is a carefully designed, closely supervised procedure to assure a representative sample, active attention of each family in the sample and sufficient time so that every member in the family can participate in filling out the ballots.

Official BMB Reports are published in two forms, U. S. Area Reports and individual Station Reports.

The Area Report shows for the entire United States, alphabetically by state, county and measured cities in those counties, the number of radio families, and for each subscribing station, its day and night audiences in the area, expressed in terms of radio families and per cent of all radio families in the area.

Where Does BMB Measure?

BMB surveys each of the 3,072 counties in the 48 states and the District of Columbia. For the 36 counties having abnormally large areas and sufficient population, 85 subdivisions are separately sampled.

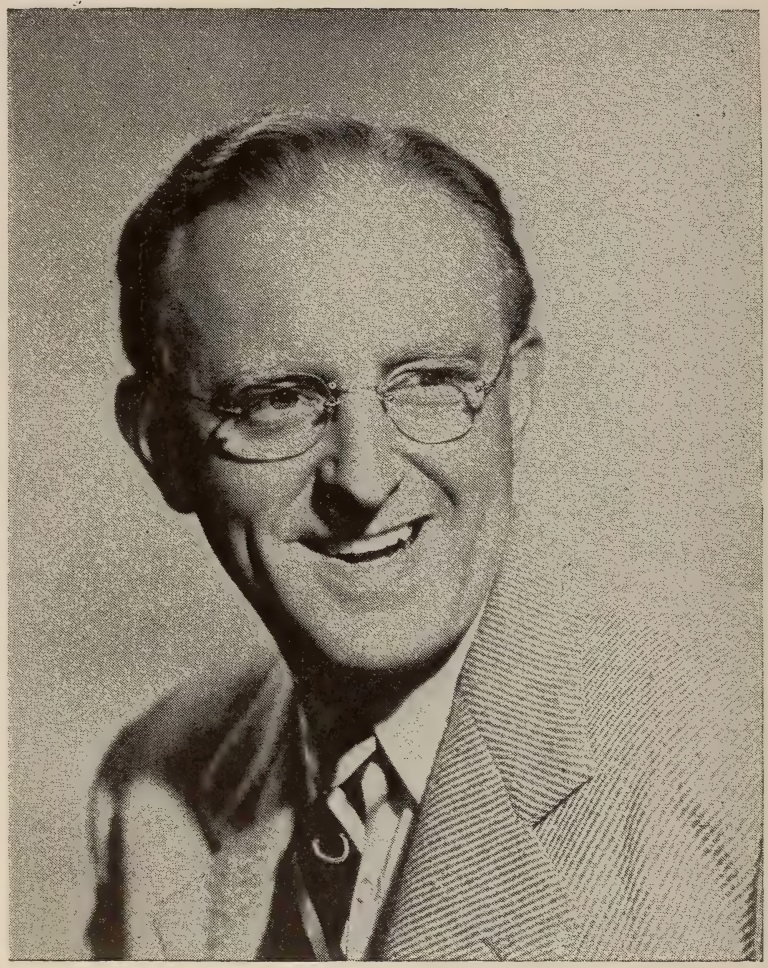
Separate tabulations are made for each city in which a station is located. All cities of 50,000 population or more in heavily populated metropolitan counties and all cities outside of metropolitan counties having a population of 10,000 or more are also separately surveyed. A total of 4,500 separate places are to be measured and reported.

BMB Survey

The first nationwide study will be in the field in the spring of 1946. The huge number of replies called for by BMB's stringent standards will require the summer and early fall for tabulation. The finished reports of the first study will be in the hands of subscribers in the winter of 1946-47.

First Year's Progress

Progress in the development of the Bureau since its incorporation in January, 1945, has been rapid. The first three months of 1945 were devoted exclusively to station solicitation. With the completion of the operating staff in July, the Bureau Board and Committees, composed of Research and Advertising executives, concentrated on working out the technical details of Bureau operation. By the end of the year contracts for the coding, editing, tabulating and mailing of the first Bureau study were assigned. By January 1, 1946, 602 stations or over two thirds of all U. S. Commercial stations had subscribed. So had all four major networks.



Thinking of you

KAY KYSER

COLGATE-PALMOLIVE-PEET
NBC—WEDNESDAY NIGHTS

Exclusive Management
MUSIC CORPORATION of AMERICA

What FM Means To Education

By JAMES R. ANGELL, Public Service Counselor, National Broadcasting Company

THERE are many reasons why FM should be of peculiar value in the field of educational broadcasting and it is to be hoped that nothing will seriously interfere with the development of this relatively new technique.

The comparative freedom of FM from the interruption of noise is in and of itself an item of considerable importance where broadcasts are being brought directly into school and college classrooms. The acoustical properties of many of these rooms are inevitably none too good and when the broadcast itself is blurred by static, or other noise disturbances, the teaching value of the broadcast is often seriously impaired.

Long Term Viewpoint

Even more important, however, from the long-time point of view is the circumstance that FM, in part because of the intrinsic limitation of the primary area in which it can be effectively used, makes it both possible, and indeed necessary, to have special regard to the local peculiarities of the institutions and communities which it attempts to serve.

Broadcasts directed to the grades are not often seriously affected by school time-schedules. To be sure, the special school curricula which are to be served must be taken fully into account; but in the case of broadcasts directed to high schools there has always been the most obstinate difficulty in adjusting time-schedules to the hours at which broadcasts were offered.

A program put on over an FM station in a given locality can, with the cooperation of the school authorities, adjust itself to these local conditions in a way in which no network program can hope regularly to do. Furthermore, an FM system, whether owned by a School Board or by some private agency, can readily repeat a program to meet the particular needs of different schools or local organizations. This procedure is also practically impossible over a network.

Network Difficulty

The same difficulty from which the networks suffer in this matter has also lessened the usefulness of educational broadcasts from powerful regional stations using the common AM system. Such a station may be clearly heard in two large cities, A and B, situated one hundred miles or more apart, and the school time-schedules in A, as well as the curricula, may differ widely from those in B.

It should, of course, be remarked that some cities have had their own school broadcasting stations, some of them operating on AM and some of them over ultra-shortwave facilities. To all such FM offers appreciable improvement in service and it can hardly be questioned that many communities which have not had thier own school broadcast programs will now find it possible to enter into this extremely useful field.

Conclusion

As is well known, it is expected that through relays and other devices we shall presently have FM networks. When and if this occurs on any large scale, the improved clarity of the broadcasts would remain, but the schedule difficulty will occur again just as with the AM system in existing networks.

For Complete Section Devoted To FM Please Refer To Editorial Index

REXALL PROGRAM

Sponsored by United Drugs

Pacific Time 6:30-7:00 p.m.

Eastern Time 9:30-10:00 p.m.

Mgt. LOU CLAYTON

The Economic Role Of Advertising

By FREDERIC R. GAMBLE, President, American Assn. of Advertising Agencies

EMPLOYMENT of 55 to 60 million people is shaping up as our post-war goal.

If income per person averages $2,000 a year, total income payments will be 110 to 120 billion dollars. At least that much national income will be necessary annually for many years to carry our post-war budget, including our great national debt.

This means producing and distributing goods and services in greater quantities than ever before—from 30 to 50 per cent more than in any previous peacetime year. There is no question about our ability to produce. Our war experience proves that. The problem is how to distribute the increased volume.

The responsibility falls on the dynamic factors in distribution—the activities that move goods. There are only a few of these dynamic factors:

(1) Personal selling; (2) Sales promotion and merchandising; and (3) Advertising.

Of these three, advertising is the mechanized counterpart in distribution of the machine in production. Much of the responsibility for distributing this great volume of goods and services will fall on advertising—perhaps the greatest.

•

When national income was 56 billion dollars in 1935, advertising expenditures totaled 1.7 billion dollars, or approximately 3 per cent.

In 1943, national income, under the impetus of the war, rose to 142 billion dollars. Advertising expenditures were 2.1 billion dollars, or approximately 1.5 per cent.

If the peacetime ratio of advertising to national income prevails post-war, then advertising volume should reach 3.3 to 3.6 billion dollars annually.

All branches of advertising should, I believe, recognize this responsibility and prepare to handle a much greater volume of business. We must strive to make advertising more productive and to lessen advertising failures if we are to do our part in moving this great post-war volume of goods and services.

President Truman recently said, "The consumer must be reached and sold at the lowest possible cost. The techniques of selling and servicing need polishing up after having been laid away for more important things during the war. Circumstances this year clearly point to the need for a critical re-examination of the ways and means, and the costs of distributing goods and services from producer to consumer."

•

In retrospect, the contribution of broadcasting in the war effort, particularly through the work of the War Advertising Council, speaks for itself, and radio doubtless will continue its co-operation on campaigns in the public interest through the Advertising Council's peacetime program which is now getting under way. Radio advertising has shared in the greater recognition by government of the power of advertising as both a social and economic force for good, something which was not generally appreciated in Washington at the time the War Advertising Council was organized.

•

Because radio comes into the home and in many ways has become an intimate part of family life, radio has a special and peculiar responsibility in seeing to it that both the public interest and the good will of the listening public continues to be maintained and strengthened.

This brings up the question of the current charges in some quarters that radio is being over-commercialized. While some of the attacks on radio are without foundation, the apparent objections of some listeners to the number of consecutive commercials concentrated in the period

For List Of Advertising Agencies And Radio Accounts See Page 167

Thanks, Radio Editors, for your confidence in me, and thanks also to my new friends at Columbia Recording Corporation for making recording with them such a pleasure.

Sincerely

Dinah

of two or three minutes around the station break are understandable and worthy of examination and consideration by the radio industry.

To improve this situation is a very real problem since no one in the advertising business controls radio. Certainly the advertising agencies do not. They compete vigorously among themselves and on behalf of their clients. Scores of advertising agencies are engaged in network broadcasting, and even more scores or hundreds in spot broadcasting. Advertising agencies endeavor to make their clients' advertising successful, which is natural and understandable, since that is their job. But at the same time, most agency executives are sufficiently enlightened to realize that quick success at the expense of radio listening and public good will toward advertising itself is neither good business nor good citizenship.

●

The A.A.A.A. works for the improvement of advertising and recognizes that advertising agencies, along with advertisers and media, have a considerable responsibility for any elements of it that may be deemed objectionable and for working toward the improvement of these elements. Our Association, working with the representatives of advertisers and media is actively seeking to develop ways and means to improve the content of advertising through self-regulation and to make an over-all industry approach to the improvement of radio, as well as all other forms of advertising.

Our A.A.A.A. Committee on Radio Broadcasting is constantly working in the field of radio and in 1946 figures to be even more active in working toward the goal of facilitating the use of radio as an advertising medium, improving standards and relations with other groups in the industry, and in doing everything possible to help see to it that the part agencies play in radio measures up to their responsibilities.

●

Our A.A.A.A. Special Committee on Television has been working for some time in the fluid field of this infant industry and while the future of T-V as a bright and shining new advertising medium is still in the process of laying its foundations, through the work of our Television Committee, the A.A.A.A. looks forward to co-operating in the development of television as an advertising medium as we have with all other media.

Radio has great opportunities and responsibilities ahead in 1946!

(*Continued from Page* 45)

RECONVERSION -- *By Brigadier General David Sarnoff*

great success and have received public acclaim for a new service and convenience.

New Uses Of Television "Eyes"

Industry too will find considerable use of radio sight as "eyes" in factories—means of co-ordinating and controlling complicated manufacturing processes, observing and directing vital operations from start to finish. Industrial television will furnish the means for looking into chemical reaction chambers and other areas of production, dangerous or inaccessible to the human eye.

War made vision a vital part of electronic communications. Airborne television perfected by RCA has been demonstrated to reveal how an "eye" in the nose of a plane scans the terrain while a small portable transmitter flashes the panorama to a distant screen on which observers see it exactly as the pilot. And now radar—a direct offspring of television—will be applied commercially, especially to aviation and navigation, for it is a new all-seeing "eye" for the pilot, whether in the cockpit of a plane or on the bridge of a ship. Radar in the control towers at airports, will bring the sky, the runways, and nearby planes, into view whether the weather be thick or the night cloudy and dark, with all lights obscure.

In the field of air navigation, RCA has devised a complete system for preventing collisions, controlling traffic, performing instrument approaches and in the general navigation of aircraft. Unique in its combination of television and radar techniques, this new system is called Teleran.

The miracle of radar and the advent of postwar television, make 1945 a year to be remembered as beginning the third cycle in the evolution of radio; First, there was wireless telegraphy; second, broadcasting of the human voice and music, and now the world enters the third cycle—the era of radio sight.

C · B · S

Personal Mgr. Sam Kerner
6605 Hollywood Blvd., Hollywood 28, Ca

Radio Expanding Rapidly On Coast

By RALPH WILK, West Coast Representative—RADIO DAILY

LOS ANGELES stations and Hollywood headquarters of national networks are preparing for a busy year in radio. Three of the webs have sites for new homes, and at this writing NBC is constructing a $630,000 one-story addition to its Sunset and Vine building. The new NBC structure will provide two additional studios, with 340 seats each, and will conform with the architecture of the main building. NBC's Western division recording department will be moved to the basement of the addition. Thirty t.c. commercial and two t.c. sustaining shows emanate from NBC's Hollywood home, and the additional quarters will provide six audience studios in all.

Mutual-Don Lee's new home will be erected on Vine street, between Fountain and Homewood, with the structure and equipment to represent an outlay of $1,250,000. It will contain four large audience studios, six medium-sized and six intimate studios. It will require nine months to complete the new structure. Six t.c. sponsored shows and two t.c. sustainers emanate from Mutual's Hollywood headquarters.

CBS is expected to build an addition on ground adjoining Columbia Square. At present it has five audience studios, with 29 t.c. shows emanating from its Hollywood home.

Although ABC spent a considerable sum in preparing its present quarters on Highland, near Sunset, it still is using studios at NBC and is expected to purchase a site for a new building. It airs 15 t.c. commercial programs prepared here, in addition to eight t.c. sustaining shows.

Associated Broadcasting System, which has moved to 6000-Sunset Blvd., is airing five t.c. commercial programs from the Southland, in addition to special events.

KGFJ has moved to new quarters at Sunset and Vine, while at this writing approval is expected shortly from the FCC on the New York Post-KMTR deal. The New York Post-KYA (San Francisco) agreement was approved last year, and Don Fedderson, who manages KYA, has also been supervising KMTR pending approval of the pact.

Dick Joy and Donald C. McBain have opened their new station, KCMJ, at Palm Springs, with Clinton Jones, a Columbia Pacific executive for several years, as manager.

The Universal Broadcasting Co., which will operate the Universal network, of which KSFO, San Francisco, and KXLA, Pasadena, formerly KPAS, are the nucleus, took a long-lease on the two-story building at 6757 Hollywood Blvd., Hollywood. The cost of remodeling the structure and installing new equipment represents an outlay of $250,000. Several years ago the structure housed the famous Montmarte cafe, which was one of Hollywood's show places.

Universal Recording Co., which will produce and sell package shows, is allied with the Universal Broadcasting Company. E. J. Broman is vice-president and general manager of the organization. Universal Sales has also been organized to represent the Universal web, which has made a deal for KXA, Seattle, subject to the approval of the FCC. The network also plans to acquire other outlets on the Pacific Coast.

W. I. Dumm, who is the head of the Universal Broadcasting Co., is the owner of KSFO, and is president of KXLA, in which he holds a large interest.

J. Frank Burke, Sr., veteran Southland broadcaster, has built a radio center building at 6000 Sunset Blvd., which recently opened. It serves as the Pacific Coast headquarters of the Associated Broadcasting System, and in addition, is the home of advertising agencies and other concerns allied with the radio industry.

GARRY MOORE

on the air for

REXALL DRUG STORES

Friday, 9:30-10:00 p.m., E.S.T.

CBS

Washington Looks Toward Busy 1946

By ANDREW H. OLDER, Staff Correspondent, RADIO DAILY

RADIO spent 1945 waiting for 1946. Although no year has seen a greater volume of historic broadcasts or a better all-around coverage of global news, broadcasters had had a glimpse of the technical promises in store for them.

The FCC, too, knew what was ahead. Just as anxiously, but with a plentiful supply of aspirin on hand, its key officials were busy trying to clear the decks for the commission's busiest year yet. More than a thousand new applications for broadcast licenses—AM, FM and tele—were on hand, with additional dozens coming in weekly.

Radio was establishing itself as one of the important factors in shaping the future. Aside from the military uses of radio, it was never clearer that what the White House, Congress and the executive agencies of government decide depends in large measure upon what the American people hear over the air. More than ever before the American people relied upon radio for their initial news, and more than ever they relied upon radio to bring them the opinion of leaders on the various national and international issues. Although this a natural development, the newsprint shortage has emphasized it.

Rarin' To Go

But what radio was waiting for was the opportunity to go ahead and take full advantage of the revolutionary technical advances perfected just before or during the war. Important improvements in AM transmission were on hand, the relatively new FM transmission, television and facsimile—as well as new equipment to improve the quality of various local programming.

Now, while newsprint is still short, broadcasters are beginning to be able to take advantage of these new developments. Deliveries on FM transmitters, new tubes and various other equipment items designed for better radio service are being made.

Washington is the center of all these developments. All, or nearly all, pass through the FCC, with the commission responsible for authorizing and encouraging their use. FM, of course, has been most in the news, with a year-long battle over the location of the FM band finally settled by commission decision that the service should be moved to the 88-106 megacycle strata from its prewar position at 44-50 megacycles. Although the industry reaction to this decision was mixed, there was general approval for the far greater number of channels made available.

There was general agreement also that these channels will be needed, with estimates of the number of FM stations to be built ranging from two to four thousand for the next four-year period. Rather surprising has been the flood of new AM applications—which at the end of the year touched close to 500.

FCC Stiffens

Discernible during the year was a new and stiffer attitude by the FCC toward infringement of its rules. Several licenses revocations were ordered—and it is probable that the commission, which for years would not order a revocation, will refuse renewals far more frequently now that enough broadcasters will be on the air so that service is still available when offenders are cut off. Congress has still made no move to equip the FCC with any penalty other than revocation—in fact, Congress has shown no interest in amending the communications act, and there is no indication of such interest for 1946.

Truman-Miller

A surprise to most broadcasters was the failure of President Truman to reappoint to the commission former Governor Norman Case of Rhode Island, Republican veteran held in high esteem by the entire trade. His successor is Governor William R. Wills of Vermont, a businessman thus far prevented by illness from pointing to any important estimate of his capabilities.

13th Consecutive Year Presenting

THE ORIGINAL

"MAKE BELIEVE BALLROOM"

CREATED BY

AL JARVIS

MONDAY THRU SATURDAY
11:00 TO 2:30 P.M., KFWB

ANOTHER AL JARVIS ORIGINAL

"CAN YOU TIE THAT"

National Representative, WILLIAM G. RAMBEAU COMPANY
NEW YORK AND CHICAGO

Chicago Contends For Radio Honors

By BILL IRVIN, Staff Correspondent, RADIO DAILY

THE coming twelve months, the first full peacetime year since 1941, will see Chicago emerge as the important radio and television center it is potentially capable of being by virtue of its favored geographical location and because of its already great contributions to broadcasting, both in techniques and talent. The fact that already under way are several postwar projects looking to the improvement and expansion of facilities, in television as well as radio, is enough on which to base a prediction that the city, which has virtually been the hub of broadcasting for more than two decades, will make even greater contributions to radio and assume an increasingly more important place in the broadcasting picture in the months to come.

Construction Programs

NBC's $100,000 modernization program for its Merchandise Mart studios is well advanced. When completed, the acoustical and decorative face-lifting will put the network's Chicago studios on a par with anything New York or Hollywood has to offer, both from the standpoint of acoustical engineering and streamlined splendor.

Construction also is well under way on the new six-story addition to the WGN plant which, on completion, will make possible a substantial expansion of WGN activities.

Listener interest in Chicago-originated programs showed a marked increase in 1945 over the preceding year, according to figures released by several Chicago stations having audience broadcasts. WGN, for instance, played host to more than a quarter of a million persons in 1945, most of whom viewed the opera and operetta performances of the Chicago Theater of the Air. Attendance at programs requiring tickets totaled 270,-792, an increase of 31,149 over the record attendance of 1944. In addition 15,000 persons attended programs which required no tickets for admission. Approximately 149,000 persons attended the American Broadcasting Company's Chicago-originated shows during 1945. Greatest attendance record for ABC programs was set by the Breakfast Club with 78,677 ticket requests. Runnerup was the Quiz Kids with more than 20,000 requests. A total of 124,800 persons attended the WLS National Barn Dance broadcasts at the Eighth Street theater during the year.

More Studio Audiences

With plans in the offing for the use of available legitimate theaters as radio playhouses, and with the launching of more Chicago-originated audience shows, including a possible four or five by ABC, an even greater interest in local studio audience broadcasts is expected during 1946.

The action of the FCC in allotting Chicago seven television channels, along with several other factors, makes the Windy City's tele outlook equally as promising. WBKB, the Balaban and Katz station, has taken the lead in television activity, principally with the signing of a five-year pact with the management of the Chicago Coliseum for exclusive coverage of all events taking place there, mainly sports spectacles such as basketball tourneys, ice shows, prize fights, wrestling matches and roller derbies.

Additional Tele Plans

P. K. Wrigley, owner of the Cubs, has announced plans for televising Cub games at Wrigley Field this summer if proper television equipment is available.

Summing it up, no less an authority than Paul Whiteman, who has more discoveries to his credit among the top stars of radio than probably any other individual, foresees a great future for Chicago as a radio center, if Chicago will fight for it. Himself a Chicago radio personality for many years, Whiteman recently recalled how many of the top names and programs in radio today got their start in Chicago. This development of talent and program ideas, Whiteman believes, may be expected to continue.

"Fibber McGee and Molly"

ELEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

Canadian Radio Is On The March

By T. ARTHUR EVANS, Secty.-Treas. Canadian Association of Broadcasters

IN ANY consideration of what is in store for Canadian broadcasting stations during 1946, Frequency Modulation must be given a top position. As in other countries, World War II delayed the development of FM in Canada but since the cessation of hostilities Canadian radio stations have turned their attention to this most important phase of radio broadcasting too find out what is wanted from FM and how best it will fit into the Dominion broadcasting scheme. All broadcasters recognize that the establishment of FM will make for better performance of broadcasting than is now obtained from the use of the Standard Broadcasting Band.

Recommendations

The Canadian Association of Broadcasters has, in cooperation with its member stations, submitted to the Canadian Broadcasting Corp. and to the Department of Transport of the Government certain recommendations regarding FM which, in its opinion, will best serve the people of Canada. Briefly these recommendations are:

1. That the same frequency band as used in the United States be adopted.
2. A treaty should be concluded with the United States to take care of border interference.
3. Present AM broadcasters should be licensed for operation on FM—others where it is shown to be in the public interest.
4. Broadcasters should be permitted but not required to broadcast the same programs over both systems.
5. The call letters should consist of 4 letters with no figures.

Undoubtedly, these recommendations will result in a method of FM broadcasting best suited to serve the Canadian public.

In 1944 permission was granted to 33 privately operated Canadian radio stations to increase power to a maximum of 5,000 watts where suitable channels were available. It was, of course, not possible to obtain the necessary equipment during 1944 and 1945 but this difficulty has been largely overcome and a number of stations will, during 1946, increase their signal strength to the 5,000 watts allowed, with a consequent better service to the public.

Audience Main Factor

The Canadian Association of Broadcasters has long recognized that in the final analysis the listening audience is the controlling factor in the operation of any broadcasting station and that the likes and dislikes of commercial programs by the listener is of paramount importance to the broadcasting industry. With this thought in mind, the Association in 1943 authorized the formation of a joint committee to be known as the Commercial Radio Research Committee.

Spring Report

The Committee will be in a position to present a reasonably complete report to the Annual Meeting of the Canadian Association of Broadcasters in May, 1946, and its conclusions will be of interest to all who are engaged or interested in radio broadcasting both in Canada and in the United States.

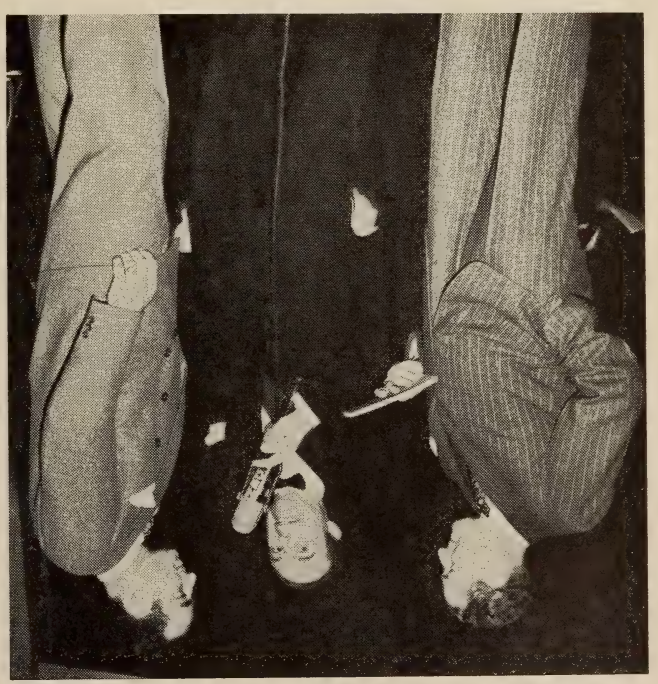
Rate Schedules

The Canadian Radio Station Rate Schedules brochure, which is well known in the industry, will continue to receive the attention of the committee responsible for its production.

The Bureau of Broadcast Measurement is now firmly established and is providing accurate statistical data regarding the coverage of Canadian radio stations.

The year 1946 presents problems to Canadian broadcasters, but these problems are by no means insurmountable. The members of the Canadian Association of Broadcasters will, with the cooperation of the Canadian Broadcasting Corporation, continue to serve the public, mindful of their obligations, and conscious of the responsibilities imposed upon them by being licensed to broadcast.

For Complete Listing of Canadian Stations—See Editorial Index



Question:

Find the only three-handed Master of Ceremonies in radio.

Answer:

Ralph Edwards—TRUTH OR CONSEQUENCES—DUZ. In that particular "consequence" Ralph needed three hands. He's between the Captain of the U. S. C. football team and a Trustee of the University of Alabama.

New Developments In Electronics

By S. P. TAYLOR, Mgr.-Distributor Sales, Radio Div. Western Electric

DURING one of the most critical stages of the recent war when the shores of America were yet open to the threat of foreign invasion, Mr. F. R. Lack, Vice-President of the Western Electric Company, was called upon to address the annual meeting of the FMBI. He was asked to paint a word picture of the new developments and techniques Western would offer FM broadcasters in the postwar world. Worthy of repetition are the following words Mr. Lack used as he summed up industry's responsibility to a nation at war by stating Western's policy, "I am happy to say that we have nothing new to show you and nothing new to talk about. I am happy because I do not have to tell a soldier named Joe, who needed a radio very badly last month, that we could not deliver because we diverted some engineers and shop people to building the model of a new superdooper FM equipment to show you and thus strengthen our postwar position. I am sorry that I can't tell you when we will be able to talk. But, no one can tell me when the war will be over."

•

Knowledge and experience gained as a pioneer in research, development, and production in all phases of communications, including radio broadcasting and sound transmission, particularly qualified Western to undertake the gigantic task of developing a multitude of complex devices required to wage modern war.

When the thunder of war finally ceased with V-J Day in 1945, the Western Electric Company, as manufacturing and supply unit of the Bell System, then concentrated its full resources on the production of telephones and associated equipment to relieve the shortage accumulated during nearly four years of war.

•

A complete line of AM transmitters ranging from 250 watts to 50 kilowatts is currently in production and now being delivered. Also designed and in production to take care of all directional antenna array requirements for AM broadcasting are line branching, phase shifting, phase monitoring, and antenna coupling equipments. By the end of 1945 designs were well under way and production had already begun on FM equipment to serve the needs of FM broadcasters. When the FCC assigned the new higher frequency FM allocations, Western promptly proceeded with conversion of customers equipment purchased for operation in the old 42-50 megacycle band to operate in the new 88-108 megacycle portion of the frequency spectrum.

•

New techniques in modern radio broadcasting have imposed more exacting requirements on that vitally important portion of the broadcasting plant—Speech Input equipment.

In the peace of today as in the war of yesterday the telephone still represents the indispensable symbol of speedy and efficient communications for linking together the world's common interests whether they are afloat, in the air, on the highways, or in the quiet of a rural community. For ship to shore through established shore stations, or ship to ship, Western Electric's Marine Radio Telephone Equipment has for years provided instant and dependable two-way communications.

"In conjunction with Bell System Mobile Service, Western's recently announced 238A Mobile Radio Telephone will make contact from any equipped vehicle to any telephone connected to Bell Telephone lines."

In addition, with many new and improved products—some, the outgrowth of developments made during the war, such as the Primary Frequency Standard, Thermistors, Silicon and Germanium rectifiers, and a host of new vacuum tubes—Western Electric confidently faces the future better equipped than ever to master any communications problem.

For Complete Equipment Section Please Turn to Page 1037

"It is the artistry, the command and the projection with which she invests the words and music that count so heavily for her."
—The Billboard
Beatrice Kay
Management Counsel —
GOLDFARB, MIRENBURG and VALLON
RKO BUILDING • RADIO CITY • NEW YORK, N. Y.
Exclusively on
COLUMBIA
RECORDS

Advantages Of ET Programs

By AARON S. BLOOM, Treasurer and Director, Kasper-Gordon, Inc.

THE old adage that "you can't teach an old dog new tricks" has been blasted as thoroughly and effectively as were two Japanese cities by the atomic bomb. For plenty of long-time advertisers have discovered the practicability of the transcribed program—the custom-built transcription series built specifically for their use, as well as the open-end syndicated recorded program series.

There are advantages to the transcribed program which no network or regional network show can compete with, and legion are the advertisers who now know the worth and value of the e.t. program.

For example, can't you clear time on a network? Don't let that bother you. Put the show on transcriptions, and select the best available time in the markets you wish to cover. Or perhaps you can't buy a split network. You must buy some cities you don't want, or where you don't need coverage. Just put the program on transcriptions and choose the markets you wish. Then again, maybe you'd like to use a different station in some markets, than the network affiliates in those cities. Don't pull your hair out by the roots. Disc the show and buy time on the stations you want.

Product-Test

Suppose you don't want to build an expensive custom tailored show to test a product in a certain market, or group of markets. In that case, there are many good open-end transcribed syndicated shows to use—shows which cost a lot of money to produce, but which the individual sponsor in a market may purchase (lease) to make the test — shows which range from gospel songs to variety, from sports programs to mystery drama, from musical to juvenile strip programs. There are shows with well-known names at a fraction of the expense a custom--built show would cost — shows without "big names" but which have a proven record of success in building and holding audiences, and selling merchandise. Actually, many such shows without those "big names" have pulled greater results per dollar of expenditure for time and program than some of the more costly shows with the so-called "stars." The payoff isn't always in the "big name," or even in the ratings. It's in the jingle of the sponsor's cash register.

Safe For Small Markets

In many instances, the syndicated transcribed show is safer for sponsors to use than some locally produced "live" talent programs—as far as smaller markets are concerned. Aside from the cost to the advertiser being less, usually, there is no worry about the talent doing the job—no worry about rehearsals, timing, script, production. That is all done. The sponsor knows in advance what the 15th or 50th program in a series will sound like, for it's all there on disc for him to hear. Reputable producers are as careful of the production that goes into their packages as (as a rule) are network producers. The syndicated program producer depends upon the success of a series for a sponsor to be able to sign station, agency, and sponsor again on a continuation of the series, its use in other markets, or for a new show.

Producer Is Important

That's why it's important to know the producer you are doing business with, how long they have been in business, their experience, etc. If they offer a series of programs, the reputable producer willingly offers the chance to select any program in the series for audition. That way, you know you are not being offered only the best program in the series, the sample they want you to hear.

The advantages of the syndicated transcribed program, are making themselves felt more and more. The results may not be as sensational and as sudden as was the atomic bomb. But who wants to break down sales resistance and destroy the customer at the same time?

ONE LIT-TLE TWO LIT-TLE THREE LIT-TLE MIN-UTE SPOTS FOUR LIT-TLE FIVE LIT-TLE SIX LIT-TLE MIN-UTE SPOTS SEV-EN EIGHT NINE AND TEN LIT-TLE MINUTE SPOTS BRING HOME THE BA-CON TO YOUR SPON-SOR.

Musicommercials by Novak

CUSTOM-BILT MUSICAL
SPOT-ANNOUNCEMENTS FROM
10 SECONDS TO FIVE MINUTES.

A Few Outstanding Musicommercial Gems:

SUPER-SUDS
ST. JOSEPH ASPIRIN
PENETRO NOSE DROPS
HI-SPOT (Canada Dry)
PALL MALL CIGARETTES
LIFE-BUOY
PIEL'S BEER
FRAM OIL FILTERS

FOR CLEVER, HARD-HITTING MUSICAL RADIO SPOTS THAT GET RESULTS —

CALL

FRANK NOVAK
TRafalgar 4-1999

1941—GROWTH OF STATIONS—1945

As of:	*Licensed Stations*	*Construction Permits*	*Special Broadcast Stations*	*Total*
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027

** This figure includes 5 Special Broadcast Stations.

★ AMERICA'S MOST VERSATILE MUSICAL PERSONALITY

★ 1946 Winner ESQUIRE AWARD DOWN BEAT POLL METRONOME POLL

"THE OL' WOODCHOPPER HIMSELF"

Woody Herman

AND HIS ORCHESTRA

"THE WOODY HERMAN SHOW" FOR WILDROOT CREAM OIL • ABC NETWORK, 8-8:30 P. M., EST • EVERY FRIDAY

Management Counsel —
GOLDFARB, MIRENBURG and VALLON

Exclusive
General ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • EUROPE • LONDON

Exclusively on COLUMBIA Records

Forecasting Sportscasting

By BILL SLATER, President, Sports Broadcasters Association

FEW contrasts can be made between sportscasting in Post War World II and Post War World I. True, sports broadcasting was a noteworthy part of the roaring twenties that marked our earlier postwar period. Likewise, sports reporting by air, radio or video or both, will be a part of the reconverted American life into which we are now stumbling. But the magnitude of air sportscasting will be so much greater than anything ever before known, that any possible contrast with a previous radio era fades.

Postwar Status

Sportscasting in this postwar era is starting far from scratch. It is destined to enjoy a terrific momentum born of the role sports-by-air played in the lives of the millions of men who left our shores to win the victory for freedom. The short-waving of sports events procided a strong link between home and the battle-front and returning veterans will form a large part of the coming greater audience for sportscast events. In the enlarged sports following made possible by wartime wages, many new sports radio fans were created. Over all, spreads the fact that an innately sportsminded nation beomes more so after a period of great physical combat. Too, there is the thought that sports does play a big role in evolving the psychological equivalents of war which, of necessity, become part of the life of any nation in the wake of a complete dedication to armed conflict.

Trends

Trends in sports broadcasting, initiated before the war and continued substantially through the duration, are now being accentuated and developed into broader fields. Chief among these is the increasing commercial sponsorship of athletic events. This trend is today most marked in football, boxing, and baseball but is rapidly spreading to other sports. Network sustaining coverage of athletics has dwindled sharply in the past decade and will shrink further. Sports promoters and advertisers are aware of sports' huge listenership and now that the promoters have outgrown the fetish, clung to by some, that radio hurt the gate, the sky is the limit in the matter of deals for packaging product promotion and sport thrills.

Nor will commercial sportscasting be confined, as in the past, primarily to professional and collegiate events. A significant straw in the whirlwind is the recent move of one large advertiser, now followed by others, into broadcasting school sports. The teen age audience has become important to purveyors of products and these busy and eager gentlemen have awakened to youth's unquenchable zest for athletics. Look for bigger and better sports coverage of high school contests.

Expansion

However, the things which may happen in radio sports reporting, form only a small part of the immediate expansion of sportscasting. For that heretofore perennial infant (sometimes born of fancy and hope) has outgrown its swadling clothes and today in its late, potent adolescence is now known, without tongue acheek, as "television." Much is said these days about the sensational future of sports caught by the tele-camera. The exact form and scope of this future is hard to predict with reasonable certainty, though it does seem safe to say that it is going to be a lusty factor in video's future.

En route to this stage, nonetheless, there are hurdles to be taken. And these hurdles are not all mechanical. The mechanics of video sports are gradually being mastered, thanks to the cooperation of sport moguls who have been willing to have a hand in the early experimentation. The possibility is great that we shall soon know more about how to telecast sports than we know about the profitable way to do it.

FRED WARING
and his
PENNSYLVANIANS
NBC — MONDAY THRU FRIDAY — 11 A.M., EST

National Association Of Ed'c'l Broadcasters

Call	*Institution*	*Frequency*	*Power*	*Licensed Hours*
KFJM	University of North Dakota....	1440	1 kw-LS; 500 w N	SH-KILO
KFKU	University of Kansas.....	1250	5 kw-LS; 1 kw-N	ST-WREN
KOAC	Oregon State College.....	550	5 kw-LS; 1 kw-N	Unlimited
KUOM	University of Minnesota.....	770	5 kw-D	ST-WCAL(Daytime)
KUSD	University of South Dakota.....	920	500 w	ST-KFNF
KWLC	Luther College.....	1240	250 w-D	Daytime
KWSC	State College of Washington....	1250	5 kw	ST-KTW
WBAA	Purdue University.....	920	5 kw-D; 1 kw-N	Unlimited
WBEZ	Chicago Board of Education....	42100	1 kw	(FM) Unlimited
WCAL	St. Olaf College.....	770	5 kw-D	ST-WLB (Daytime)
WHA	University of Wisconsin.....	970	5 kw-D	Daytime
WHAZ	Rensselaer Poly. Tech.....	1330	1 kw	St-WBBR, WEVD
WILL	University of Illinois.....	580	5 kw-D	Daytime
WKAR	Michigan State College.....	870	5 kw-D	Daytime
WNAD	University of Oklahoma.....	640	1 kw-D	Daytime
WHCU	Cornell University.....	870	1 w	L-WWL (Daytime)
WNYC	Municipal Broadcasting System..	830	1 kw	L-WCCO, SA-SH-N
WOI	Iowa State College.....	640	5 kw-D	Daytime
WOSU	Ohio State University.....	820	5 kw	L-LS-Dallas
WRUF	University of Florida.....	850	5 kw-LS; 100 w-N	Unlimited
WRUL	World Wide Broadcasting Found.	*	50 kw	Unlimited
WSAJ	Grove City College.....	1340	100 w	SH
WSUI	State University of Iowa.....	910	5 kw	Unlimited
WTAW	Texas A & M.....	1150	1 kw-D	Daytime

Columbia University.....FM—CP Facilities to be assigned.
Indiana University
University of Kentucky
University of Michigan...FM—CP Facilities to be assigned.
University of Southern California

ASSOCIATE MEMBERS

Western State Teachers College.Depends on commercial radio facilities.
Miss Pearl Rooser .....Depends on commercial radio facilities.
Drake University .....Depends on commercial radio facilities.

D-Day; N-Night; ST-Shares Time; SH-Specified Hours; SA-Special Authorization;L-Limited time with Dominant Station; LS-Local Sunset

**International shortwave frequencies*

By Howard Chandler Christy

JEAN HERSHOLT

9th YEAR

"Dr. Christian"

SPONSORED BY VASELINE
CBS, WEDNESDAY, 8:30 P.M.

Uses Of Radar In Peacetime

By PROF. A. M. LOW, English Scientist, Inventor, Author

THE full story has now been told of the development of radar before and during the war. This spectacular invention played as important a part in gaining victory as the atom bomb. If it had not in the first place been prepared by British scientists for the detection of enemy aircraft the key device that made thousand bomber raids possible in any weather would never have been discovered either. The question now arises as to what use radar will be in peace. For the ten years of its past existence there has been complete concentration on its military applications. A great deal of the apparatus will be scrapped never to be used again, but the knowledge gained and the skill developed by many thousands of scientists and technicians in Britain will not be wasted.

Advances in Electronics

Their research has resulted in great advances in the new science of electronics—the harnessing of electrons for control and communications. The effect on television will be far-reaching. A thousand devices for the automatic control of intricate factory operations for chemical and physical analysis of samples and for the testing of finished products will be the indirect result of radar research. It has even taken us a considerable step towards the economic transmission of power by radio.

One day we may need no wires to carry electricity to our homes for light and heat. We may have lamps that require no wire connecting them to a plug in the wall. Such a lamp would be put down anywhere and swtched on, the power being received by its own minute aerial. Ultimately we might even have transport vehicles drawing their motive power from the ether or at least by induction cables laid underground as in some Russian factories today.

Peactime Needs

In the more immediate future many radar devices will be directly adapted to peacetime needs. The apparatus which enables a ship to be picked up with great accuracy in pitch darkness or in the thickest fog will enable great liners to travel at full speed in the worst conditions with perfect safety.

It is worth recalling that when Mr. Churchill was aboard the "Renown" after signing the Atlantic Charter, the battleship was able to steam at twenty-seven knots in a thick fog thanks to its radar installations. Collisions in fogs or danger of running ashore—fruitful causes of shipwreck in pre-war days—will be largely eliminated when all ships are radar equipped.

Adaptations of military radar installations will be equally useful in the air.

Saver of Time

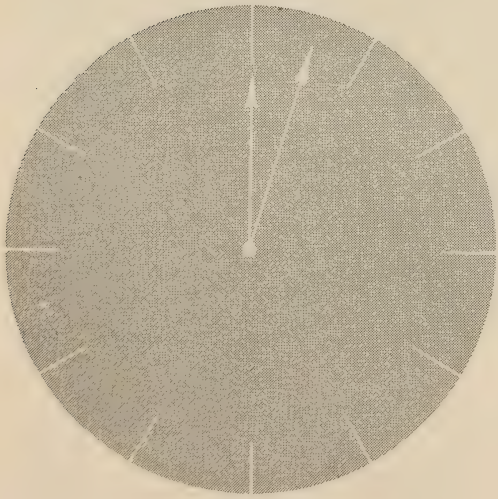
Radar devices will also reduce the number of hours during which an airfield is "fog bound." Time lost from this cause has done much in the past to rob commercial aviation of its full advantage of speed. At present it is not always possible for an aircraft to make a completely blind landing, but radar will bring an aircraft to the runway with an error of only about forty feet and it is almost certain that research in a few years will result in eliminating even this margin of error.

The possibilities of using radar to assist the blind are being tested. It is hoped that in time a device may be developed which gives the blind person a picture in sound of his surroundings. The picture will be crude as is the picture given by H.2s of the ground below, a simple distinction being made between houses, land and water. But even this would be of immense value to a blind person particularly in conjunction with the special sensitivity to sound which the blind develop. Sound and touch reading from ordinary books have both formed the subject of many experiments.

Many Uses

As an example of the unexpected developments of radar we may quote its experimental use for the rapid finding of the queen in a hive of bees. A technician has found that a minute speck of radio-active substance inserted under the wings of the queen enables her to be found instantly at any future time with a comparatively simple amplifier.

year out...year in



MUTUAL

1945 IS OUT...

Let us give it no further thought than this: constant intelligent effort has brought Mutual a year nearer to recognition as a leader among networks.

This recognition is based upon bold programming which has multiplied listeners...upon increased value to advertisers which has attracted many new sponsors, including 5 of the Top Ten radio advertisers...upon improved service to stations which has won us new affiliates and expanded coverage...upon a policy and a philosophy of doing business which have created an increasingly favorable opinion of the Mutual Network.

1946 IS IN...

All our thoughts and efforts will be directed toward making this an even better Mutual year for listeners, advertisers, and stations.

The things we did last year, we shall do better this year: to present more instructive, more popular programs for more millions of listeners...to enhance the value of Mutual as an advertising medium for more old and new sponsors...to broaden our service to affiliates...to accept and meet new challenges—to live up to our full responsibilities to the American people.

Building a network is a job that goes on 24 hours a day—52 weeks a year: we are working at it steadily, year in . . . year out.

BROADCASTING SYSTEM, INC.

DON

McNEIL

Extends his sincere thanks to the 1091 newspapermen and women who voted "BREAKFAST CLUB" Favorite Daytime Variety Program in Radio Daily's 1945 "All-American Radio Program" Poll.

BREAKFAST CLUB
Monday to Friday, Incl.

ABC NETWORK
Chicago, 8 to 9 A.M., C.S.T.

Overseas Press Club In War And Peace

By W. W. CHAPLIN, President, Overseas Press Club of America

THE Overseas Press Club of America was founded in 1939 to furnish some meeting place for Americans who had worked abroad for American newspapers and magazines.

Radio was not included in the club's name, or in the thinking of its founders, because up to that time radio from abroad consisted largely of an occasional pickup of Big Ben or the Sistine Choir. It still had to make its grand entry into the newsfield.

When the war clouds began rolling across Europe, radio entered with flourishes and voices like Ed Murrow's and Bill Shirer's were eagerly listened for in every American home. Since then of course radio has come into its own in the overseas news field and now has an established position which only the confirmed pessimists believe will dwindle in the post-war years.

As the radio foreign and war correspondent took his place beside his colleagues of the press it was only natural that the membership of the Overseas Press Club began to include a large number of radio news men.

●

The record now shows that of the club's 7 (seven) Presidents two have already been radio men, Lowell Thomas and myself, and several others have been officers or committee chairmen, like H. V. Kaltenborn, Bill Downs, Larry Leseuer, and Morgan Beatty. At present the club's membership includes 30 radio reporters.

When the club was first founded its chief purpose was a haven for men and women who had served as foreign correspondents and then returned to the domestic field. They all had similar interests and the club gave them a good meeting place for discussion of past experiences. Long before the war started, however, the scope of the club was changing. Already the field of foreign correspondence was expanding and the ex-correspondents were soon out-numbered by men and woment who were virtually commuting between America and innumerable points East and West. During the war the chief difficulty has been to select officers who with some degree of certainty would remain in the country long enough to do their club chores. I, for instance, was informed of my election as President when I was covering the German surrender at Gen. Eisenhower's headquarters in France.

●

Right now our members are covering the war criminal trials at Neurnberg, the UNO meeting in London, the developments in Japan, and in a dozen capitals throughout the world. Among those are a goodly percentage of radio men.

The Overseas Press Club is not a club in the same sense as the National Press Club in Washington, with restaurants and lounges and bar. Our only space is a one-room office in the Lotos Club building at 110 West 57th Street, though there is hope of larger quarters as soon as there is any easing of the hotel situation.

Requirements for active membership are at least one continuous year of foreign news work or two years total made up of shorter assignments. Associate members are eligible with six months foreign service.

●

End of the war has brought a rapid growth in the Overseas Press Club, as was inevitable because of the large number of reporters who became eligible through service as press and radio war correspondents in every theater. During the club year now drawing to a close the organization has welcomed 54 new members, all of them men and women who covered the war in some foreign field.

●

It is expected that the membership will continue to increase rapidly as eligibility has been extended to foreign correspondents who were attached to service organizations, like Yank and the seven Stars and Stripes, and to combat correspondents who were actually members of the armed services.

One important feature of the Overseas Press Club is its Correspondents' Fund, founded by H. V. Kaltenborn.

TOM BRENEMAN'S Hollywood Restaurant

Home Base of the radio program

"BREAKFAST IN HOLLYWOOD"

★ ★ ★ ★ ★ ★

SOON TO BE RELEASED THROUGH UNITED ARTISTS—the movie,

"BREAKFAST IN HOLLYWOOD"

Main Street--1945 Radio Reflections

By SID WEISS, Staff Writer, RADIO DAILY

● ● ● Any annual record of the activity of an industry usually offers as its pet theme: "Our Industry—Whither Is It Heading?"

We have no quarrel with economic specialists who anticipate trends via intricate charts—but, somehow, in the entertainment business, there is seldom so violent a change that it can be noted in advance.

Unless we're very much mistaken, a situation by no means new, radio 1946 will be the same as radio 1945 . . . and '44. Quiz shows, which insiders freely predicted were doomed to an early demise, will continue to have their listeners and their points. The latter applies to their ratings. In back of their success are many reasons—not the least of which is the fact that something is given away for free. In short, give 'em and you'll get 'em.

There will continue to be "good music" programs and sponsors who are satisfied with a minor rating anda high cultural rep. Mystery shows will continue in favor, flavor and sameness. Only in comedy is there a move afoot for reformation.

The trend in comedy is toward "story" ideas. Variety shows will continue to be popular, but the musical comedy formula, with slight story line, situation jokes and music by the people in the cast seems to constitute the over-all for the comedy shows now being readied.

It's a pretty smooth step in what might very easily be the right direction, for the straight variety musicals have seen their best days and their best jokes.

☆ ☆ ☆

● ● ● Time Capsule, 1946: We have selected the following as worthy of inclusion in our Time Capsule of 1946. Come 2046, if a gent is digging in the ruins of today's civilization, we want him to know the radioddities and kilocycle trivia of the Atomic Age.

First, we'd include that character without any—Sen. Claghorn, Fred Allen's Allen's Ally. The good Sen. is today's version of Will Rogers, spoofing the greats and reducing the inflated egos of the lawmakers to kin's size.

For good-natured joshing, we'd include reference to the "I Can't Stand Jack Benny" contest, a new and much needed departure in radio sell-ebrating.

Singing commercials would get a place—but we still think they've got more c-rime than reason.

Bob Hope's one-man war effort gets a 21-gun salute. Robert kept his nose to the grindstone and as Bing has said, it sure looks it.

The theme song of half a dozen sponsors, Kraft included, was "It Might As Well Be Bing."

The high I.Q. of radio's "Information, Please"—intelligentertainment.

Wooden-headed Charlie McCarthy, who proved that a member of the male sex can get someplace by sitting on the boss' lap, too.

Walter Winchell, one of radio's best excuses for being, who tells off the nuts who are off theirs.

☆ ☆ ☆

● ● ● The oddity that is Fiorello (the Little Flower who became a clinging vine to radio). Mayor of a town, he read the comics on the air to get himself a spot in the pages of history.

Eddie Cantor, the pop-eyedol of the airwaves, who's entertained more generations than he has daughters.

And we'd include the fact that DeMille, earning millions via the mike, left the air and gave a radio career the air because of a one-dollar dispute . . . And a nod to the first brain that ever invented quizzes, paving the way for a million Phil Bakeractors who discovered that success was theirs for the "asking" . . . We'd fill some space with the Uncle Don's—the men with a million nephews and nieces—and that much in the bank from their various sponsors . . . And the "Truth or Consequences" incident wherein one prize-winner, guessing the name of an identified Mr. Hush, went home with $3,500 in prizes. . . .

Nickle, Nickle, Nickle, There's Good News Tonite—this then was radio back in 1945-6 and the American public got it all for nothing. And, verily, that's what much of it was worth.

THE GINNY SIMMS SHOW (CBS)

"NIGHT AND DAY" — A R A RECORDS

(Warner Bros.)

Music In Radio— A Powerful Factor

By HERMAN PINCUS, Staff Writer, RADIO DAILY

EVER since the "crystal set days" of radio when the earphones dimly reproduced sound, much of that sound was music. One of the pioneers in the transmission of radio programs was a singer, Vaughn de Leath, heard on station KDKA, Pittsburgh's great gift to radio. In the time elapsed, radio has grown to maturity, bringing into the home the story of the earth's events as they happen and often at the points of origination. In like manner music has kept pace, its expansion and increased importance in radio, a substantiation of the theory that "music is the international language." It's a far cry from the tinny, scratchy and static-filled reception of the songs of the "early twenties" to the currently beamed programs of today; the superb concerts broadcast by the symphony orchestras of America; the matchless programs of the world's most famous operas and operettas direct from the stage of the famed Metropolitan Opera House in New York. Nevertheless the transition was effected and the music and affiliated industries are to be congratulated for their invaluable efforts which played so prominent a role in the advancement of radio.

•

Transcending by far its achievements for world art, was the successful completion of the great task which confronted America on that fateful day Dec. 7, 1941. The task of transforming a nation at peace into an aroused nation at war. It was "later than most people thought" and any delay in the instantaneous accomplishment of this transformation might have been catastrophic. The situation called for speed and action.

Radio cleared the desks for action, assuming the role of "sounding the alarm" for the Government. The music industry likewise shouldered its great responsibility. Within twenty-four hours music publishers and songwriters delivered to radio stations throughout the country thousands of martial airs and patriotic songs. Orchestra leaders and singers hopped aboard the bandwagon and programmed stirring music. A solemn people, stunned by the infamous sneak attack at Pearl Harbor, found in their saddened hearts, responsive chords to the "American Marseillaise"—comprised of scores of inspired songs. Forgotten for the moment were the songs of "home," "mother," "baby," "love." Instead, composers both professional and amateur poured out WAR songs, fervent appeals designed to quicken the beating of men's hearts to synchronize with the staccato-like cadence of marching feet—Soldiers', Sailors', Marines' feet.

•

A centuries-old Chinese proverb has it that "one picture is worth 10,000 words." So with one stirring song. Radios, theaters, dance-halls, restaurants and public squares resounded the "call to arms" utilizing songs like "Praise the Lord and Pass the Ammunition" (Famous Music), "Comin' in on a Wing and a Pray'r" (Robbins), "The Caissons Go Rolling Along," "Anchors Aweigh" (Robbins), "Halls of Montezuma" (E. B. Marks), "Army Air Corps Song" (Carl Fischer), George M. Cohan's immortal "Over There" and hundreds of official and semi-official songs dedicated to the various branches of service. Irving Berlin's "This Is the Army" and Moss Hart's "Winged Victory," not only entertained servicemen on the far-flung fronts but also raised millions of dollars for servicemen's relief societies. Music organizations, Ascap, BMI, SESAC, Associated Music Publishers, Songwriters' Protective Association and other groups, cooperated with the Music Division of the War Activities Committee (headed by Oscar Hammerstein 2nd) in collecting and forwarding songs, playets, skits and other entertainment designed to bolster and maintain the morale, military and civilian.

•

The American people, of all walks of life, of every denomination, representing the laborer, the farmer, the businessman and the banker, united as the "Scrubs" to back up the Varsity Team (Fighting Men). That team won victory. The music industry proved itself a powerful faction among its fellow-scrubs.

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—Program—
Directors Guide

—*for production—special events*

1946

JANUARY

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).

2: Georgia Admitted (1788).

4: Utah Admitted (1896).

6: New Mexico Admitted (1912).

7: Millard Fillmore, 13th President Born (1800).

8: Anniversary of the Battle of New Orleans (Louisiana).

9: Connecticut Admitted (1788).

11: Alexander Hamilton Born (1757).

14: First Written Constitution Adopted at Hartford, Conn. (1639).

17: Benjamin Franklin Born (1706).
Feast of St. Anthony.

18: Daniel Webster Born (1782).

19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe Born (1809).

20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.

21: Foundation Day. In the Canal Zone.

25: Scotch Poet Robert Burns Born (1759).

26: Michigan Admitted (1837).
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).

29: William McKinley Born (1843).
Kansas Admitted (1861).

30: Franklin D. Roosevelt Born (1882).

31: Franz Schubert Born (1797).

FEBRUARY

1: Victor Herbert Born (1859).

2: Ground Hog Day.
Candlemas.

3: Horace Greeley Born (1811).

4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).

6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.

7: Charles Dickens Born (1812).

8: Boy Scout Day.

9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).

10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).

11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).

15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).

19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles,

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8 So. Michigan, Chicago, Ill.

St. John the Baptist, East Baton Rouge), Canal Zone.

22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).

26: William F. Cody (Buffalo Bill) Born (1846).

27: Henry Wadsworth Longfellow Born (1820).

MARCH

1: Nebraska Admitted (1867).

2: Texas Independence Day.

3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).

4: Pennsylvania Day.
Vermont Admitted.

5: Boston Massacre (1770).

6: Fall of the Alamo (1836).

7: Luther Burbank Born (1849).

9: Edwin Forrest Born (1806).

12: Girl Scout Day.

15: Maine Admitted (1820).
Andrew Jackson Born (1767).

16: James Madison Born (1751).
U. S. Military Academy at West Point, N. Y., founded (1802).

17: Evacuation Day. In Boston, Chelsea, Revere, Wnthrop and Suffolk County.

18: Fast of Esther.
Grover Cleveland Born (1837).

19: William Jennings Bryan Born (1860).

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

25: Maryland Day.

29: John Tyler Born (1790).

30: Seward Day. Alaska (Not observed by Federal Employees).

31: Transfer Day. In the Virgin Islands.

APRIL

1: All Fools' Day.

3: Washington Irving Born (1783).

4: Adoption of the present American Flag's design (1818).

5: Elihu Yale Born (1648).

6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).

7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).

9: Surrender of General Lee (1865).

10: Salavation Army Founder's Day.
William Booth Born (1829).

11: Charles Evans Hughes Born (1862).

12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).

13: Thomas Jefferson Born (1743).

14: Pan American Day.

15: Abraham Lincoln Assassinated (1865).

17: Charter granted American Academy of Arts and Letters (1916).

18: San Francisco Fire (1906).

19: Patriots' Day. (Maine, Massachusetts).

21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).

22: Arbor Day (Nebraska).
William Shakespeare Born (1564).

23: James Buchanan Born (1791).
St. George Day (English).

24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).

25: War Declared with Spain (1898).
St. Mark's Day.

26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).

27: General U. S. Grant Born (1822).

28: James Monroe Born (1758).
Maryland Admitted (1788).

30: Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

MAY

1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).

VOX POP

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2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.

3: Shenandoah Valley Apple Blossom Festival.

4: Rhode Island Independence Day.

5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).

6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).

7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).

8: V.E. Day (1945).

9: John Brown Born (1833).

10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).

11: Minnesota Admitted (1858).

12: Florence Nightingale Born (1820).

13: Mother's Day.

14: Rockefeller Foundation Granted Charter (1913).

17: Norwegian Independence Day (1814).

19: First American Confederation of United Colonies of New England (1643).

20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).

21: Lindbergh's Flight to Paris (1927).

22: National Maritime Day.

23: South Carolina Admitted (1788).

24: First Telegraph Message Sent (1844).

25: Ralph Waldo Emerson Born (1803).

29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).

30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

JUNE

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).

3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).

6: Nathan Hale Born (1756).
D-Day (1944).

7: Daniel Boone Day (Kentucky).

8: Battle of New Orleans (1815).

9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).

10: Franklin Drew Lightning from Sky (1752).
Henry M. Stanley Born (1841).

11: Feast of St. Barnabas.

14: Harriet Beecher Stowe Born (1811).
Flag Day.

15: Pioneer Day (Idaho).

17: Bunker Hill Day. (In Massachusetts, Suffolk County).

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).

20: West Virginia Day.

21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).

22: Bolivarian Day (Canal Zone).

23: Penn Signs Peace Treaty With Indians.

24: San Juan Day (Puerto Rico).

25: Virginia Admitted (1788).

26: First American Troops Land in France (1917).

27: Hellen Keller Born (1880).

28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).

29: St. Peter's Day.

30: St. Paul's Day.

JULY

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).

2: Garfield Assassinated (1881).

3: Idaho Admitted (1890).
John Singleton Copley Born (1737).

4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).

5: Admiral David G. Farragut Born (1801).

6: John Paul Jones, Founder of U. S. Navy, Born (1802).
Republican Party Founded (1854).

7: Columbia University Opened (1754).

JUDY CANOVA

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8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).

10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).

11: John Quincy Adams Born (1767).

13: Forrest's Day (Tennessee).

14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).

15: St. Swithin's Day.

16: Mary Baker Eddy Born (1881).

17: Munoz Rivera's Birthday (Puerto Rico).

19: Franco-Prussian War Began (1870).

21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).

24: Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).

25: Occupation Day (Puerto Rico).

27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.

28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.

30: First Representative Assembly in America Convened (1607).

31: Feast of St. Ignatius De Loyola.

AUGUST

1: Colorado Day.
Beginning of World War I (1914).

2: Government of India Transferred to British Crown (1858).

3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).

4: Feast of St. Dominic.

7: First Atomic Bombings (1945).
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).

8: Charles A. Dana Born (1819).

9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).

10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).

14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.

15: Panama Canal Opened (1914).

16: Bennington Battle Day (Vermont).

17: Fulton's First Steamboat (Claremont) Maiden Voyage.

18: Virginia Dare Born (1587).

19: National Aviation Day.

20: Benjamin Harrison Born (1833).

23: Oliver Hazard Perry Born (1785).

24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.

26: Suffrage for Women—19th Amendment (1920).

29: Oliver Wendell Holmes Born (1809).

30: Germany Declared War on Poland (1939).
Beginning of World War II.

SEPTEMBER

1: Germany Invaded Poland (1939).

2: Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)

2: Labor Day.
Eugene Field Born (1850).

3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).

4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).

5: First Continental Congress (1774).

6: Lafayette Day.
First Battle of the Marne (1914).

7: James Fenimore Cooper Born (1789).

8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).

9: Admission Day (California—1850).

12: Defender's Day (Maryland).

15: William Howard Taft Born (1857).

16: Russians Burned Moscow (1812).

17: Constitution Day.

18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).

22: Nathan Hale Executed (1776).
First Day of Autumn.

25: Bill of Rights (1789).

26: Rosh Hashonah.
27: American Indian Day (4th Friday).
29: Michaelmas Day.

OCTOBER

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
6: Missouri Day.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Chicago Fire (1871).
9: Fraternal Day (Alabama).
11: Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
12: Columbus Day.
18: General Toio Appointed Premier of Japan (1941).
Alaska Day.
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
24: Pennsylvania Day.
William Penn Born (1644).
27: Navy Day.
Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

NOVEMBER

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
8: Montana Admitted (1889).
9: Great Fire in Boston (1872).
10: Martin Luther Born (1483).
11: Armistice Day, World War I.
Washington Admitted (1889).
13. Edwin Booth Born (1833).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
19: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).

DECEMBER

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Buren Born (1782).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787)
13: Council of Trent (1545).
14: Alabama Admitted (1819).
15: Bill of Rights Day.
16: Boston Tea Party.
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
23: George Washington Resigned Army Commission (1783).
25: Christmas Day.
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
31: New Year's Eve.

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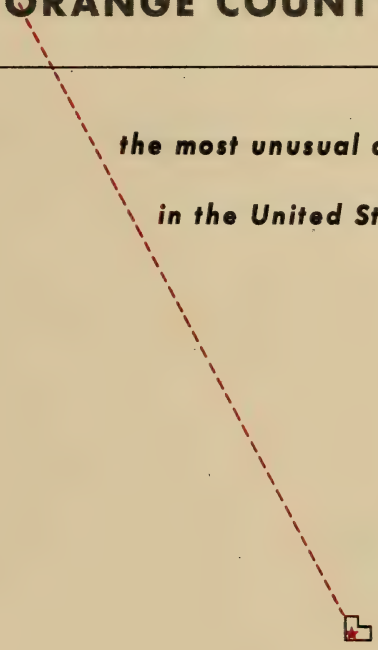
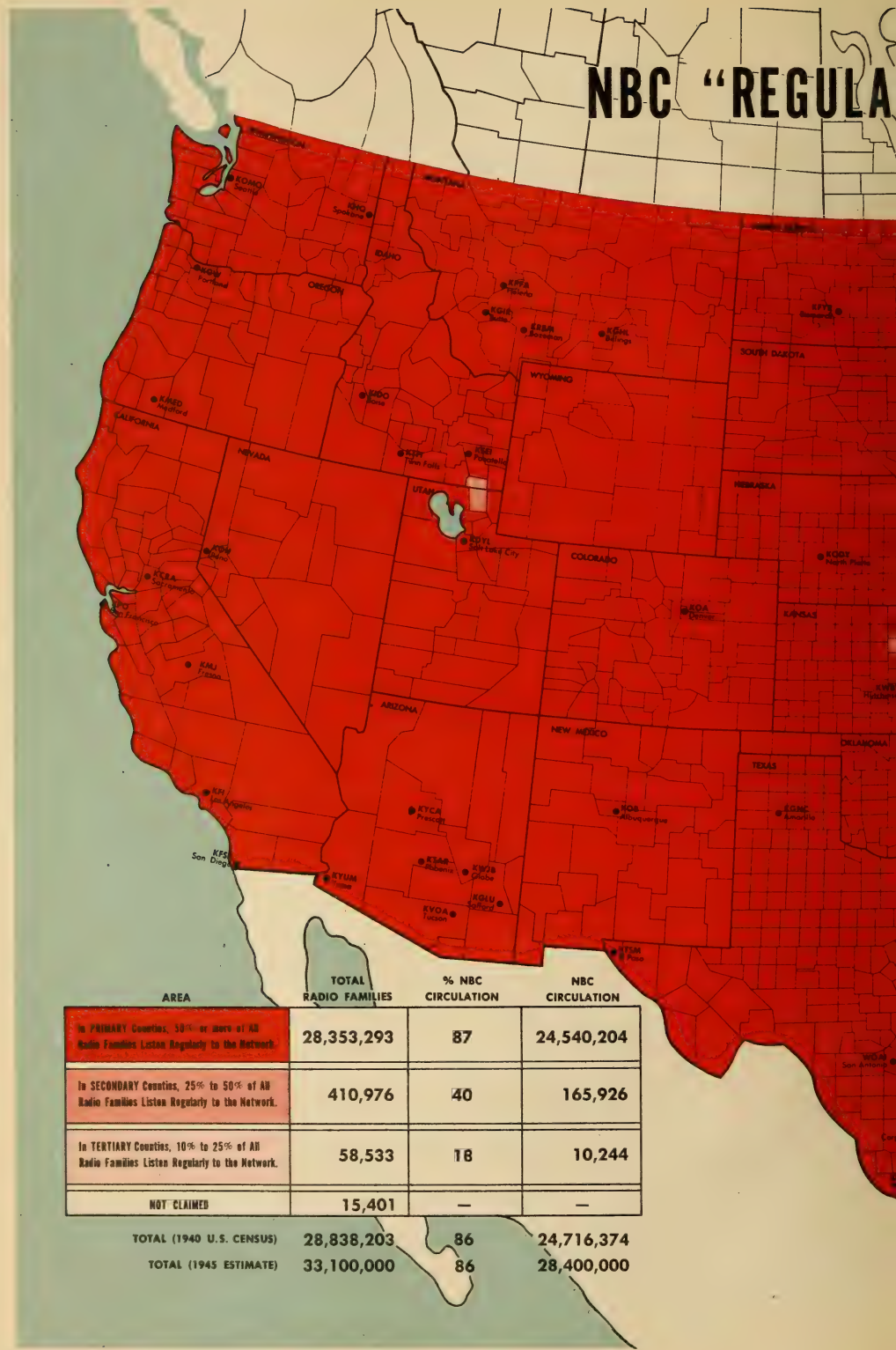


NBC "REGULA

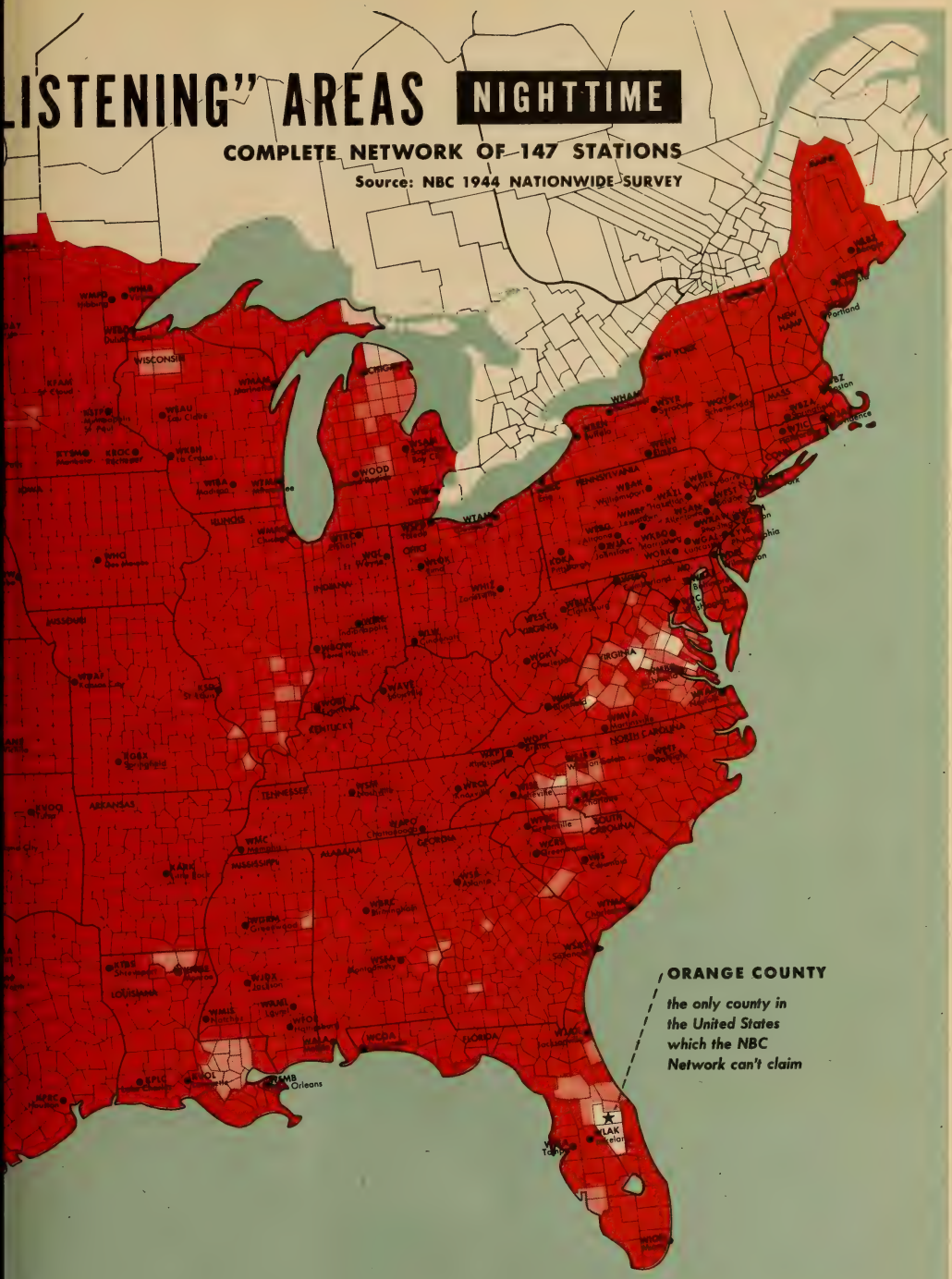


AREA	TOTAL RADIO FAMILIES	% NBC CIRCULATION	NBC CIRCULATION
In PRIMARY Counties, 50% or more of All Radio Families Listen Regularly to the Network.	28,353,293	87	24,540,204
In SECONDARY Counties, 25% to 50% of All Radio Families Listen Regularly to the Network.	410,976	40	165,926
In TERTIARY Counties, 10% to 25% of All Radio Families Listen Regularly to the Network.	58,533	18	10,244
NOT CLAIMED	15,401	—	—
TOTAL (1940 U.S. CENSUS)	28,838,203	86	24,716,374
TOTAL (1945 ESTIMATE)	33,100,000	86	28,400,000

LISTENING" AREAS NIGHTTIME

COMPLETE NETWORK OF 147 STATIONS

Source: NBC 1944 NATIONWIDE SURVEY



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NBC "REGULAR LISTENING" AREAS NIGHTTIME

COMPLETE NETWORK OF 147 STATIONS

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KELO...Sioux Falls, S. D.
KFAM..St. Cloud, Minn.
KFI.....Los Angeles, Cal.
KFSD...San Diego, Cal.
KFYR...Bismarck, N. D.
KGBX..Springfield, Mo.
KGHL..Billings, Mont.
KGIR...Butte, Mont.
KGLU..Safford, Ariz.
KGNC..Amarillo, Tex.
KGU...Honolulu, T. H.
KGW...Portland, Ore.
KHQ...Spokane, Wash.
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KMED..Medford, Ore.
KMJ....Fresno, Cal.
KNOE..Monroe, La.
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KOAM.Pittsburg, Kan.
KOB...Albuquerque, N. M.
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KOH...Reno, Nev.
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KPFA...Helena, Mont.
KPLC...Lake Charles, La.
KPO...San Francisco, Cal.
KPRC...Houston, Tex.
KRBM..Bozeman, Mont.
KRGV..Weslaco, Tex.
KRIS...Corpus Christi, Tex.
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KSOO..Sioux Falls, S. D.
KSTP...Minn.-St. Paul, Minn.
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KTBS...Shreveport, La.
KTFI....Twin Falls, Ida.
KTSM..El Paso, Tex.
KVOA..Tucson, Ariz.
KVOL..Lafayette, La.
KVOO.Tulsa, Okla.
KWBW.Hutchinson, Kan.
KWJB..Globe, Ariz.
KYCA..Prescott, Ariz.
KYSM..Mankato, Minn.
KYUM..Yuma, Ariz.
KYW...Philadelphia, Pa.
KZRC...Cebu, P. I.
KZRH..Manila, P. I.
WALA..Mobile, Ala.
WAML.Laurel, Miss.
WAPO.Chattanooga, Tenn.
WAVE..Louisville, Ky.
WAZL..Hazelton, Pa.
WBAL..Baltimore, Md.
WBAP..Ft. Worth, Tex.
WBEN..Buffalo, N. Y.
WBLK..Clarksburg, W. Va.
WBOW.Terre Haute, Ind.
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WBRE..Wilkes Barre, Pa.
WBZ...Boston, Mass.
WBZA.Springfield, Mass.
WCOA.Pensacola, Fla.
WCRS..Greenwood, S. C.
WCSH..Portland, Me.
WDAF..Kansas City, Mo.
WDAY.Fargo, N. D.
WDEL..Wilmington, Del.
WEAF..New York, N. Y.
WEAU..Eau Claire, Wis.
WEBC..Duluth-Superior, Wis.
WENY..Elmira, N. Y.
WERC..Erie, Pa.
WEST..Easton, Pa.
WFAA..Dallas, Tex.
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WGKV.Charleston, W. Va.
WGL...Fort Wayne, Ind.
WGRM.Greenwood, Miss.
WGY...Schenectady, N. Y.
WHAM.Rochester, N. Y.
WHIS..Bluefield, W. Va.
WHIZ..Zanesville, O.
WHLB..Virginia, Minn.
WHO..Des Moines, Ia.
WIBA..Madison, Wis.
WIOD..Miami, Fla.
WIRE...Indianapolis, Ind.
WIS....Columbia, S. C.
WISE...Asheville, N. C.
WJAC..Johnstown, Pa.
WJAR..Providence, R. I.
WJAX..Jacksonville, Fla.
WJDX..Jackson, Miss.
WKBH.La Crosse, Wis.
WKBO.Harrisburg, Pa.
WKPT..Kingsport, Tenn.
WKY...Oklahoma City, Ok.
WLAK..Lakeland, Fla.
WLBZ..Bangor, Me.
WLOK.Lima, O.
WLW...Cincinnati, O.
WMAM.Marinette, Wis., Menominee, Mich.
WMAQ.Chicago, Ill.
WMBG.Richmond, Va.
WMC...Memphis, Tenn.
WMFG.Hibbing, Minn.
WMIS..Natchez, Miss.
WMRF..Lewistown, Pa.
WMVA.Martinsville, Va.
WOAI..San Antonio, Tex.
WOOD.Grand Rapids, Mich.
WOPI..Bristol, Tenn.-Va.
WORK.York, Pa.
WOW..Omaha, Neb.
WPTF..Raleigh, N. C.
WRAK.Williamsport, Pa.
WRAW.Reading, Pa.
WRC...Washington, D. C.
WRDO.Augusta, Me.
WROL..Knoxville, Tenn.
WSAM.Saginaw-Bay City, Mich.
WSAN.Allentown, Pa.
WSAV.Savannah, Ga.
WSB...Atlanta, Ga.
WSFA..Montgomery, Ala.
WSJS..Winston-Salem, N. C.
WSM...Nashville, Tenn.
WSMB.New Orleans, La.
WSOC.Charlotte, N. C.
WSPB..Toledo, O.
WSVA.Harrisonburg, Va.
WSYR..Syracuse, N. Y.
WTAM.Cleveland, O.
WTAR..Norfolk, Va.
WTBO..Cumberland, Md.
WTIC...Hartford, Conn.
WTMA.Charleston, S. C.
WTMJ..Milwaukee, Wis.
WTRC..Elkhart, Ind.
WTTM..Trenton, N. J.
WWJ...Detroit, Mich.

News-By-Radio Grows Day-By-Day

By OLIVER GRAMLING, Assistant General Manager, AP Radio

THE year of 1946 finds news-by-radio in a strong position, but obviously a new orientation is in the making.

In spite of the run-for-cover boys who bemoaned the quick demise of radio news interest during the late summer of 1945, surveys show that popularity is undiminished from the war-needled news of the past several years. As a matter of fact, the popularity of news-by-radio not only has been sustained, but has increased.

During the war, news was fabulous and fantastic. The slightest or least report from any battle area was exciting drama, though tragedy was the overtone. For the most part, news today does not have the adventurous, swashbuckling, heroic background of that wartime period. It is solid, meaty, thought-provoking. Yet happenings that scarcely received mention during the Blitz, or the Battle of the Bulge, or Iwo Jima, are now getting the play.

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If news was vital and important during the war, it is doubly so now, and will continue to be as the world struggles through disillusionment, cynicism, and conflict between countries, peoples, classes and groups. Mankind emerged with obvious shell-shock from the climactic and terrifying events of six years of total war, gripped by new fears in a new age—the Atomic Age. In this period of readjustment, misunderstandings can quickly brew distrust, suspicion and hatred. Therein lies a challenge to all of us in radio, as far as news is concerned, because never before has the world been in such desperate need of honest, unbiased news as now.

In order to safeguard this objectivity in the news reporting of the future, we must re-evaluate news interests all along the line.

In the field of exciting, fast-breaking "spot" news, we must make sure that harum-scarum, melodramatic, boyish competition to be merely "first" does not endanger radio's position as a foremost medium of dissemination of news.

•

In the field of important, significant news, we first must realize that this type of news, by all odds, is much more important and much more significant than it ever was. Although much of it may lack the drama and excitement of gains and losses on the battlefield, it is the "meat and potatoes" of the everyday existence. This is the news which, more than any other, requires supreme craftsmanship in presentation. It must be told interestingly because it requires such presentation to hold listeners. It must be told understandingly because such news is too important to be misunderstood. What the Ernie Pyles did to personalize World War II, we must do in order to report effectively this type of news.

In the field of pure human interest, we must not lose any of the color or any of the comedy of like in the reporting. On the contrary, we should find more color and better comedy. But we must never be merely interesting at the expense of accuracy, honesty or objectiveness.

On top of all this, new fields of interest are opening. Science is an example. Our job is to be constructively progressive, to lead the way in exploring these untapped sources.

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Already radio is showing that it can do as good a news job, if not a better one, than it did in wartime. But the task for the future is infinitely more difficult. With the end of war, interest in domestic news is revived. But the interest in what is happening *all over the world* is intensified. The work of the "leg man" is foreign reporting is ended. Coverage of the world becomes a finer art. It requires the specialist.

So, to satisfy a public's broadened news interest, radio and the newsgatherer now have before them an all-important dual responsibility—concentrated coverage of both the domestic and world scenes. There must be an expert balance between vicinage and world news. News must satisfy the personal interest of the individual and his community. It is an interest that is more mature and more significant than it was before World War II.

BMI

More and better service to the Broadcasting Industry is BMI's pledge for 1946

COPYRIGHT RESEARCH—thorough, up-to-the-minute information on music clearance, a complete basic catalogue, and regular supplements of newly published music provided at all times.

BMI FIELD MEN—experienced radio men, trained to aid broadcast personnel, regularly visiting all stations.

CONTINUITY SCRIPTS—wide variety of select programs that are entertaining and saleable.

DISC DATA—valuable reference to records, transcriptions and biographical data of outstanding performers. Constantly up to date.

BMI MUSIC MEMO—weekly informational bulletin. The radio man's guide to BMI music.

MUSIC DISTRIBUTION—music of every type, published by BMI and affiliated publishers, mailed to stations regularly.

BMI PIN-UP SHEET—convenient and timely reference to the current song hits and promising tunes licensed by BMI.

NEWSLETTER—personal monthly message to the BMI family. An exchange of radio and music ideas.

HOLIDAY MUSIC—suggestions of timely and appropriate music for seasonal and holiday events.

BMI, the arm of the broadcasting industry, is at your service

BMI IS YOURS—For Radio and By Radio

REPORTS
TO THE INDUSTRY

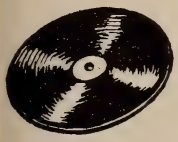
FACTS AND FIGURES . . .

99% of the dollar volume in the industry is represented by BMI licensees . . .

1,022* commercial licensees in the United States and Canada . . . embracing all networks and the important FM and Short-wave broadcasters.

800* music publishers, affiliated with BMI, are creating many of the nation's top song hits consistently . . . BMI has the exclusive performing rights to the large catalogues of these publishers as well as of the performing rights societies of Argentina, Brazil, Chile, Cuba, Mexico and Uruguay.

760,000 selections are listed as available for use in the latest BMI catalogue . . . music which ranges from the venerable classics to the newest in boogie-woogie.



30,000 phonograph records performable under the BMI license . . . and thousands more available in the libraries of the electrical transcription companies.

*As of February 1, 1946.

BMI

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD

IMPORTANT RADIO Telephone Numbers in NEW YORK

Radio Stations

WAAT (N. Y. Office)	REctor	2-5878
WBAM	PEnnsylvania	6-8600
WABD	PLaza	3-9800
WABF	REgent	4-7547
WABC	WIckersham	2-2000
WBBR	MAin	4-9735
WBNX	MElrose	5-0333
WBYN	TRiangle	5-3300
WCAU (N. Y. Office)	WIckersham	2-2000
WCBW	MUrray Hill	6-6340
WEAF	CIrcle	7-8300
WEVD	BRyant	9-2360
WGN (N. Y. Office)	MUrray Hill	2-3033
WHB	VAnderbilt	6-2550
WHN	BRyant	9-7800
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	REgent	7-1154
WINS	BRyant	9-6000
WIP	MUrray Hill	3-9447
WJZ	CIrcle	7-5700
WLIB	BUckminster	7-5900
WLW	CIrcle	6-1750
WMCA	CIrcle	6-2200
WNBF (N. Y. Office)	MUrray Hill	2-5767
WNBT	CIrcle	7-8300
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	PEnnsylvania	6-8600
WOV	CIrcle	5-7979
WPAT (N. Y. Office)	PEnnsylvania	6-2945
WOXR	CIrcle	5-5566
WRUL (N. Y. Office)	PLaza	8-1085
WWRL	NEwtown	9-3300

National Networks

American Broadcasting Co.	CIrcle	7-5700
Columbia Broadcasting System	WIckersham	2-2000
Keystone Broadcasting System	LOngacre	3-2221
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	CIrcle	7-8300

Station Representatives

Adam Young, Inc.	LOngacre	3-1926
John Blair & Co.	MUrray Hill	9-6084
Blue Network Co.	CIrcle	7-5700
The Branham Co.	MUrray Hill	6-1860
British Broadcasting Corp.	CIrcle	7-0656
Burn-Smith Co.	MUrray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3280
Forjoe & Co.	VAnderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4130
Headley-Reed Co.	MUrray Hill	3-5469
George P. Hollingberry Co.	MUrray Hill	3-9447
The Katz Agency	WIsconsin	7-8620
Joseph Hershey McGillvra	MUrray Hill	2-8755
J. P. McKinney	CIrcle	7-1178
National Broadcasting Co.	CIrcle	7-8300
John H. Perry Associates	Murray Hill	4-1647
Edward Petry & Co.	MUrray Hill	2-4400
Pan American Broadcasting Co.	MUrray Hill	2-0810
John E. Pearson	PLaza	8-2255
Juan Piza	ELdorado	5-6788
Radio Advertising Corp.	MUrray Hill	2-2170
Radio Sales	WIckersham	2-2000
William G. Rambeau Co.	LExington	2-1820
Paul H. Raymer Co.	MUrray Hill	2-8689
R H C Cadena Azul	WIsconsin	7-1166
Sears & Ayer	LExington	2-0772
Viola, J. Franklyn	CHickering	4-3254
The Walker Co.	MUrray Hill	2-7986
Weed & Co.	VAnderbilt	6-4542
Howard A. Wilson Co.	MUrray Hill	6-1230
Wood, Helen	REgent	7-1154

Advertising Agencies

N. W. Ayer & Son, Inc.	CIrcle	6-0200
Badger & Browning & Hersey	CIrcle	7-3719
Ted Bates, Inc.	CIrcle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	WIckersham	2-0400
Bermingham, Castleman & Pierce, Inc.	LExington	2-7550
The Biow Co., Inc.	CIrcle	6-9300
Brooke, Smith, French & Dorrance, Inc.	MUrray Hill	6-1800
Franklin Bruck Advertising Corp.	CIrcle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	CIrcle	7-6383
Calkins & Holden	WIckersham	2-6900
Cecil & Presbrey, Inc.	WIckersham	2-8200
Compton Advertising Inc.	CIrcle	6-2800
Dancer-Fitzgerald-Sample	WIckersham	2-4200
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-3140
Sherman K. Ellis & Co.	PLaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Foote, Cone & Belding	WIckersham	2-6600
Fuller & Smith & Ross, Inc.	MUrray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
Geyer, Cornell & Newell, Inc.	WIckersham	2-5400
Grant Advertising, Inc.	BRyant	9-6100
Lawrence C. Gumbinner	MUrray Hill	2-5680
M. H. Hackett, Inc.	CIrcle	6-1950
Hill Advertising Agency	PLaza	3-7800
Charles W. Hoyt Co., Inc.	MUrray Hill	2-0850
Ivey & Ellington, Inc.	MUrray Hill	2-5204
Kastor, Farrell, Chesley & Clifford, Inc.	COlumbus	5-6135
Joseph Katz Co.	WIckersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LExington	2-0025
Abbott Kimball Co., Inc.	PLaza	3-9600
Knox Reeves, Advertising, Inc.	MUrray Hill	4-3982
Kudner Agency	CIrcle	6-3200
Lennen & Mitchell, Inc.	MUrray Hill	2-9170
Marschalk & Pratt, Inc.	VAnderbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	CIrcle	5-7000
McKee & Albright	COlumbus	5-2058
Emil Mogul Co., Inc.	COlumbus	5-2482
C. L. Miller Co.	MUrray Hill	2-1010
Morse International, Inc.	LExington	2-6727
Newell-Emmett Co., Inc.	AShland	4-4900
Nixon O'Donnell Adv. Agency	BRyant	9-5950
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan & Lusk, Inc.	PLaza	5-1500
Arthur Rosenberg Co.	CHickering	4-4420
Ruthrauff & Ryan, Inc.	MUrray Hill	6-6400
Redfield-Johnstone, Inc.	PLaza	3-6120
Sherman & Marquette, Inc.	CIrcle	6-1550
Raymond Spector Co., Inc.	ELdorado	5-1270
Kayton Spiero Co., Inc.	LOngacre	5-5090
Street & Finney	BRyant	9-2400
J. D. Tarcher Co.	CIrcle	6-2626
Weiss & Geller, Inc.	PLaza	3-4070
J. Walter Thompson Co.	MOhawk	4-7700

Warwick & Legler.....MUrray Hill 6-8585
Ward Wheelock Co.....PLaza 3-7120
Wm. H. Weintraub & Co.....CIrcle 7-4282
Young & Rubicam, Inc.....AShland 4-8400

Publications

Advertising Age.....BRyant 9-6431
Advertising & Selling.....CAledonia 5-9770
The Billboard.....MEdallion 3-1615
Broadcasting .....PLaza 5-8355
Metronome .....CIrcle 7-4500
Printers' Ink .....MUrray Hill 3-6500
Radio Advertising (Rates and Data)..LExington 2-6611
Radio Craft .....REctor 2-9690
RADIO DAILY .....WIsconsin 7-6336
Radio & Television Mirror.....LExington 2-9050
Radio Retailing—Today .....PLaza 3-1340
Radio & Television Weekly.....WAlker 5-2576
Sales Management.....MOhawk 4-1760
Standard Advertising Register.....MEdallion 3-5850
Televisor, The.....LOngacre 5-1683
Television .....PLaza 3-5748
Tide .....AShland 4-3390
Tune-In .....CIrcle 5-8425
Variety .....BRyant 9-8153

News Agencies and Associations

Associated Press .....CIrcle 6-4111
International News Service.....MUrray Hill 2-0131
Press Association, Inc.....CIrcle 7-7363
Reuters .....CIrcle 6-3960
Transradio Press Service, Inc.....MUrray Hill 2-4185
United Press .....MUrray Hill 2-0400

Talent Agencies

James Appell .....PLaza 3-7840
Batchelor Enterprises, Inc.....CIrcle 6-4224
Columbia Concerts Corp.....CIrcle 7-6900
Consolidated Radio Artists, Inc.....COlumbus 5-3580
Frank Cooper.....VAnderbilt 6-5661
Wallace Downey, Inc.....CIrcle 6-6646
Evans & Salter.....CIrcle 7-6900
Fanchon & Marco.....CHickering 4-3956
Frederick Bros. Artists Corp.....CIrcle 6-2144
Moe Gale .....LOngacre 3-0350
General Amusement Corp.....CIrcle 7-7543
William Gernannt.....VAnderbilt 6-1750
Spencer Hare.....MUrray Hill 2-0523
Hesse & McCaffrey.....ELdorado 5-1076
Estella Karn .....VAnderbilt 6-3860
Bob Kerr .....COlumbus 5-8051
Mark Leddy .....BRyant 9-1631
Ben B. Lipset, Inc.....CHickering 4-2456
A. & S. Lyons, Inc.....PLaza 3-5181
Management Corp. of America....WIckersham 2-8900
A. T. Michaud.....CIrcle 7-4034
William Morris Agency, Inc.....CIrcle 7-2160
Music Corporation of America...WIckersham 2-8900
National Concert & Artists Corp.....PLaza 3-0820
James Peppe.....PLaza 3-2636
Myron Selznick & James L. Saphier Co..CIrcle 7-6200
Stix, Thos. L.....CIrcle 7-2690
Roy Wilson (Wilson, Powell & Hayward) PLaza 9-4961
Stan Zucker.....PLaza 3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.....BRyant 9-1176
Advertisers Recording Service.....CIrcle 6-0141
Air Features, Inc.....WIckersham 2-2700
American Institute of Food Products....PLaza 3-7146
Arts Recording Studios & Recording Co...PLaza 8-0407
Asch Recording Studios.....BRyant 9-3137
Associated Music Publishers, Inc.....BRyant 9-0345
Associated Radio & Television Prods...LOngacre 5-3710
Audio-Scriptions, Inc.....CIrcle 7-7690
Basch Radio Productions.....MUrray Hill 2-8877
Broadcasting Program Service.....BRyant 9-4324
Ted Collins .....CIrcle 7-0094
Columbia Recording Corp. .....CIrcle 5-7300
Decca Records, Inc.....COlumbus 5-2300
Federal Transcribed Programs, Inc...CAledonia 5-7530
Allen A. Funt Radio Productions..MUrray Hill 4-6148
Wm. Gernannt .....VAnderbilt 6-1750
H. S. Goodman .....WIckersham 2-3338
Kent-Johnson, Inc. .....PLaza 3-7246
Kermit-Raymond Corp.....ELdorado 5-5511
Lang-Worth Feature Programs.....CIrcle 6-7410
Phillips H. Lord, Inc.....WIckersham 2-2211
Management Corp. of America....WIckersham 2-8900
Charles Michelson .....MUrray Hill 2-3376
Miller Broadcasting System, Inc.....CIrcle 6-0141
C. D. Morris Associates.....PLaza 3-4144
Muzak Transcriptions, Inc.....BRyant 9-1246
NBC Radio-Recording Division.....CIrcle 7-8300
Lilian Okun, Inc.....TRafalgar 7-8916
Donald Peterson.....WIsconsin 7-0069
Radio Events, Inc.....MUrray Hill 6-3487
RCA Manufacturing Co. .....AShland 4-7605
Reeves Sound Studios.....CIrcle 6-6686
Rockhill Radio Productions.....ELdorado 5-1860
Bernard L. Schubert, Inc.....PLaza 3-4670
Henry Souvaine, Inc.....CIrcle 7-5666
Standard Radio .....PLaza 3-6690
Transamerican Broadcasting & Television Corp. .....PLaza 5-9300
Transcribed Radio Shows, Inc.....LOngacre 5-3440
Thomas Valentino .....CIrcle 6-4675
Victor Recording Laboratory.....MUrray Hill 4-6200
Wolf Associates.....PLaza 5-7620
World Broadcasting System .....WIckersham 2-2100
F. W. Ziv, Inc.....PLaza 3-9612

Organizations, Unions and Government Agencies

Actors' Equity .....BRyant 9-3550
Advertising Club .....CAledonia 5-1810
Advertising Federation of America....BRyant 9-0430
AAAA .....LExington 2-7980
American Communications Assn.....COrtlandt 7-3947
American Federation of Musicians.....PLaza 8-0500
AFRA .....VAnderbilt 6-1810
Army U. S., Information Service.....WOrth 2-1882
ASCAP .....COlumbus 5-7464
American Television Society.....CAledonia 5-7430
ANA .....MUrray Hill 5-9167
Broadcast Music, Inc. .....PEnnsylvania 6-5466
Coordinator of Inter-American Affairs ..PLaza 5-3939
Federal Communications Comm.....CAnal 6-4000
Federal Trade Commission.....WHitehall 3-8000
Institute of Radio Engineers.....MEdallion 3-5661
Music Publishers' Protective Association..CIrcle 6-3084
NAB—New York City.....MUrray Hill 2-1963
NAPA .....CIrcle 7-8194
Professional Music Men, Inc.....COlumbus 5-7362
Radio Writers Guild.....MUrray Hill 5-6930
SESAC .....MUrray Hill 3-5365
Song Writers' Protective Association..COlumbus 5-3758
Television Broadcasters Ass'n, Inc..LAckawanna 4-4788
U. S. Navy, Radio Section.....BRyant 9-1710
Women's National Radio Committee.....CIrcle 7-4108
Writers' War Board.....BRyant 9-6937

Hotels

Algonquin .....MUrray Hill 2-0100
Ambassador .....WIckersham 2-1000
Astor .....CIrcle 6-6000
Biltmore .....MUrray Hill 9-7920
Commodore .....MUrray Hill 6-6000
Edison .....CIrcle 6-5000
Lincoln .....CIrcle 6-4500
Lombardy .....PLaza 3-8600
New Yorker .....MEdallion 3-1000
New Weston .....PLaza 3-4800
Park Central .....CIrcle 7-8000
Pennsylvania .....PEnnsylvania 6-5000
Plaza .....PLaza 3-1740
Ritz Carlton .....PLaza 3-4600
Ritz Tower .....WIckersham 2-5000
Roosevelt .....MUrray Hill 6-9200
St. Moritz .....WIckersham 2-5800
St. Regis .....PLaza 3-4500
Savoy Plaza .....VOlunteer 5-2600
Sherry Netherland .....VOlunteer 5-2800
Vanderbilt .....AShland 4-4000
Waldorf-Astoria .....ELdorado 5-3000
Warwick .....CIrcle 7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES

Radio Stations

KECA ..... HIllside 8231
KFAC ..... FItzroy 1231
KFI ..... FAirfax 2121
KFOX ..... MUtual 2510
KFVD ..... DRexel 2391
KFWB ..... HEmpstead 5151
KGER ..... MAdison 2551
KGFJ ..... PRospect 2434
KHJ ..... HOllywood 8111
KIEV ..... CHapman 5-2388
KMPC ..... HOllywood 5341
KMTR ..... HIllside 1161
KNX ..... HOllywood 1212
KPAS (Pasadena) ..... RYan 1-6991
KRKD ..... TUcker 7111
KWKW (Pasadena) ..... RYan 1-6744
XEMO-XERB (L. A. Office) ..... PRospect 9136

Networks

American Broadcasting Co. ..... HIllside 8231
Associated Broadcasting Corp. ..... EXposition 1339
Columbia Broadcasting System ..... HOllywood 1212
Between 10 P.M. and 8:30 A.M. .. HOllywood 7052
Don Lee Broadcasting System ..... HOllywood 8111
Inter-California Broadcasting System .... MUtual 2759
Keystone Broadcasting System ..... HOllywood 5338
L. A. Broadcasting Co. ..... FItzroy 1231
Mutual Broadcasting System ..... HOllywood 8111
National Broadcasting Co. ..... HOllywood 6161

Station Representatives

Associated Recorded Program Service .. HOllywood 8318
Walter Biddick Co. ..... RIchmond 6184
John Blair & Co. ..... PRospect 3584
Howard C. Brown & Co. ..... HOllywood 6045
Forjoe & Company ..... HIllside 7874
Foster Advertising Service ..... TRinity 3419
Free & Peters ..... HOllywood 2151
W. S. Grant Co. ..... VAn Dyke 6341
Grant Gene & Co. ..... HOllywood 7874
Homer Griffith Co. ..... GRanite 6113
Katz Agency, Inc. ..... TUcker 3219
Joseph Hershey McGillvra ..... MIchigan 0921
Tracy Moore ..... HOllywood 5408
Edw. Petry & Co. ..... MIchigan 8729
Ralph L. Power ..... MAdison 5617
Radio Advertising Corp. ..... VAn Dyke 1901
Radio Sales ..... HOllywood 1212
Wm. Rambeau & Co. ..... GRanite 3636
Paul H. Raymer Co. ..... VAn Dyke 1901
Sears & Ayers ..... GRanite 6113
Taylor-Howe-Snowden Radio Sales ..... GRanite 6113
Universal Sales ..... HOllywood 8282
Weed & Co. ..... HIllside 8611
Spot Sales, Inc. ..... HOllywood 8318
Howard H. Wilson Co. ..... GRanite 6113

Advertising Agencies

Alber R. H. Company ..... PRospect 3331
Allied Advertising Agencies, Inc. ..... DRexel 7331
E. Emmett Atkinson (Pasadena) ..... RYan 1-6586
N. W. Ayer & Son, Inc. ..... HOllywood 5131
Batten, Barton, Durstine & Osborn ... HOllywood 7337
Benton & Bowles Inc. ..... HIllside 9151
The Biow Co. ..... HEmpstead 2377
Dancer-Fitzgerald-Sample ..... HEmpstead 0716
Botsford, Constantine & Gardner ..... MIchigan 1427
Brisacher, Van Norden & Staff ..... PRospect 9368
Buchanan & Company, Inc. ..... MUtual 6316
Bert Butterworth, Agency ..... HOllywood 7263
Broadcast Advertising ..... EXposition 1339
Campbell-Ewald ..... RIchmond 6204
The Caples Co. ..... MUtual 4143
Compton Agency ..... HOllywood 8107
Erwin, Wasey & Company ..... PRospect 5317
Foote, Cone & Belding (Hollywood) .. HOllywood 6265
Garfield & Guild ..... TRinity 3832
Glasser-Gailey & Co. ..... FItzroy 2141
Hillman-Shane-Breyer, Inc ..... TRinity 1453
William Estey & Co., Inc. ..... HIllside 2183
Hixson-O'Donnell Advertising ..... MUtual 8331
Jaffe & Jaffe ..... FItzroy 3104
W. C. Jeffries Co. ..... WAlnut 8824
Lennen & Mitchell, Inc. ..... CRestview 1-7221
Lockwood-Shackelford ..... TRinity 9801
The Mayers Co. ..... PRospect 0101
McCann-Erickson Inc. ..... HIllside 8268
McCarty Co. ..... PRospect 7011
McKee & Albright, Inc. ..... HOllywood 8363
Miner, Dan B. ..... RIchmond 3101
Morgan, Raymond R. Co. ..... HEmpstead 4194
Needham, Louis & Brorby ..... GRanite 7186
Pacific Coast Advertising ..... GRanite 4185
Radio Program Agency ..... BRadshaw 2-3268
Radio Sales ..... HOllywood 1212
Ruthrauff & Ryan Inc. ..... HIllside 7593
Scholts Advertising Service ..... MIchigan 2395
Russel M. Seeds Co. ..... GRanite 4185
Smith, Bull & McCreery ..... HEmpstead 5671
Barton A. Stebbins Advertising Agency .. TRinity 8821
Sudler Culbreth Co. ..... TRinity 0709
Thompson, J. Walter Co. ..... HIllside 7241
The Tullis Co. ..... MUtual 6361
R. W. Webster ..... TRinity 2153
Ward Wheelock Co. ..... HIllside 0191
Warwick-Legler ..... HEmpstead 8163
Weinberg, Milton, Advertising Co. ..... TUcker 4111
Young & Rubicam, Inc. ..... HOllywood 2734

Program Producers and Transcription and Recording Companies

Abbott & Costello Radio Program .... BRadshaw 2-3205
Acme Radio & Sound Labs. ..... ANgelus 8765
Adver-Disk Co. ..... HOllywood 5816
Air-Check Co. ..... GLadstone 2189
All Star Radio Prods. ..... GRanite 4975
Allied Record Mfg. Co. ..... HOllywood 5107
Associated Broadcasters, Inc. ..... HOllywood 8282
Associated Recorders ..... HOllywood 0781
Associated Studios Broadcast & Recording HIllside 0191
Audio Pictures ..... BRadshaw 2-1645
Walter Biddick Co. ..... RIchmond 6184
American Broadcasting Co. ..... HIllside 8231
Bronze Recording Studio ..... GLadstone 0158
Cinesound ..... GLadstone 9158
Columbia Recording Corp. ..... GRanite 4134

Columbia Pacific Network.....HOllywood 1212
Continental Radio Productions.....HEmpstead 8171
Glendale's Radio Cit.....CHapman 5-3283
Patrick Michael Cunning.....HIllside 5915
Decca Recording Division.....HOllywood 5191
Eccles Disc Recordings .....HIllside 8351
Electro Recording .....CHapman 5-3283
Electro-Vox Recording Studios .....GLadstone 2189
John Guedel Radio Productions.....GRanite 4185
Martin A. Gosch.....BRadshaw 2-3205
Charlotte Greenwood Show.....HEmpstead 6232
Hispano Broadcasting Co.....MIchigan 4433
Hollywood Music Recording Studios...HEmpstead 5407
Hollywood Recorders.....GLadstone 1707
International Artists, Inc.....HOllywood 9718
International Recording Studio.....HOllywood 7391
Johnson-Ayres .....HEmpstead 8171
Sam Kerner, Inc.....HEmpstead 1813
Keystone Broadcasting System, Inc....HOllywood 5338
Marshal-More, Inc. .....HEmpstead 1354
Kennet Long .....HIllside 0191
C. P. MacGregor .....FItzroy 4191
Haven MacQuarrie.....CRestview 6-7162
Mitchel & West.....GRanite 7270
Lindham & Romaine Recording.....AXminster 2-8812
Mutual Recording .....HIllside 1782
Raymond R. Morgan Co. .....HEmpstead 4194
Music City Glenn Wallichs.....HOllywood 8211
NBC Radio-Recording Division.....HOllywood 6161
Jack Parker .....CItrus 2-1607
Ralph L. Power.....MAdison 5617
B. D. Prager.....GLadstone 5013
Precision Recording Co. .....WAlnut 8219
Radio Corporation of America
RCA Victor Division.....HIlls'de 5171
Radio Craft Recording Studio.....GRanite 0074
Radio Features .....CRestview 1-7231
Radio News Reel.....HOllywood 9230
Radio Producers of Hollywood.....HOllywood 6506
Radio Recorders, Inc. .....HOllywood 3917
James L. Saphier.....HOllywood 7211
Radio Transcriptions Co. of America..HOllywood 6928
RCA Manufacturing Co. .....HIllside 5171
Rec-Art Studios .....PRospect 9232
Record-O-Shers Recording Studios.....HIllside 0191
Sound Services, Inc.....HEmpstead 1136
Stage No. 8.....HIllside 5915
Standard Radio, Inc. .....HIllside 0188
Studio Center Music Co.....GRanite 6066
Studio & Artists Records.....HIllside 8241
Sweum Studios .....DRexel 0660
Telefilm, Inc. .....GLadstone 5748
Universal Broadcasting Company.....HOllywood 8282
Universal Recorders .....HOllywood 8282
George Ward & Co.....CRestview 1-4245
World Broadcasting System .....HOllywood 6321
Frederick W. Ziv Co.....HEmpstead 2723

Radio Artists Agencies

Ivan Altman Agency.....GLadstone 1511
American Federation of Radio Artists...HIlls'de 5121
Bachmann & Co., Inc.....CRestview 6-4168
Bender-Ward Agency .....HEmpstead 2385
Nell Benedic Agency .....GLadstone 8524
Berg-Allenberg, Inc. .....CRestview 6-3131
Stanley Bergerman & Co.....CRestview 6-3196
Herman Bernie Agency.....CRestview 5-6685
Mary Bran .....CRestview 5-6683
Flo Browne-Jan Grippo .....CRestview 1-5209
Sue Carol & Associates.....CRestview 1-8151
Hallam Cooley Agency .....CRestview 5-6161
Criterion Agency .....BRadshaw 2-2202
Everett N. Crosby, Ltd.....CRestview 1-1171
Armando De Castro.....GRanite 8122
Virginia Doak-Jerry Martin Agency.....HIllside 9174
Jim Dolan Agency.....CRestview 1-9185
Ken Dolan & Co.....HOllywood 3553
Richard Donaldson Corp.....CRestview 1-5181
E. A. Dupont Agency.....CRestview 6-4168
Famous Artists Corp.....CRestview 1-5222
George Frank, Inc.....HIllside 3188
Frederick Bros. Agency, Inc.....CRestview 1-6244
Charles Garland Agency.....CRestview 1-7357
General Amusement Corp.....CRestview 1-8101
Nat Goldstone Agency.....CRestview 6-1071
Mitchell Hamilburg Agency.....CRestview 1-5108
Lou Irwin, Inc.....CRestview 1-7131
Kane-Armstrong Agency .....CRestview 6-2396
Sam Kerner .....HIllside 7239
M. C. Levee.....GLadstone 3115
Robert Light Agency.....BRadshaw 2-2202
A. & S. Lyons, Inc.....CRestview 1-6131
MacQuarrie Agency .....CRestview 6-7162
Reg. D. Marshall Agency.....HOllywood 8238
John Mashio Agency .....CRestview 6-6161
MCA Artists, Ltd. .....CRestview 6-2001
Monter-Gray, Inc. .....CRestview 1-1191
Wm. Morris Agency, Inc.....CRestview 1-6161
National Concert & Artists Corp.....BRadshaw 2-2711
Orsatti Agency .....CRestview 6-6241
Art Rush, Inc. .....HIllside 5161
Salkow Agency .....CRestview 1-9134
James L. Saphier Agency.....CRestview 1-7231
Melvile A. Shauer Agency.....CRestvew 1-1103
Edward Sherman Agency.....CRestvew 5-0186
Louis Shurr Agency.....CRestview 1-1116
The Small Company.....HOllywood 2722
Frank Stempel .....CRestview 1-5121
Rudy Vallee Presents, Inc.....CRestview 1-5169
Frank W. Vincent Agency.....CRestview 6-2042
Charles Wendling Agency .....CRestview 6-2348
Daniel M. Winkler Agency.....CRestview 1-7244
Bill Woolfenden, Inc. .....CRestview 6-3191

Publications

Broadcasting & Broadcast
Advertising .....GLadstone 7353
Contact Book .....CRestview 1-6850
Hollywood Reporter .....HIllside 7411
RADIO DAILY .....GRanite 6607

Radio Life .....HEmpstead 2025
Radio-Television News .....HIllside 5854
Variety .....Hollywood 1141

Air Lines

American Airlines .....TUcker 7241
Pan American Airways.....MIchigan 2121
TWA .....MIchigan 8881
United Air Lines.....MAdison 1212
Western Air Lines.....TUcker 1551

Sport Arenas

American Legion
(Stadium-Hollywood) .....HOllywood 2951
Los Angeles Coliseum .....Richmond 6391
Gilmore Stadium .....WHitney 1163

Railway Terminals

Santa Fe .....MUtual 0111
Southern Pacific .....MIchigan 6161
Union Pacific .....TRinity 9211

Hotels

Ambassador Hotel .....DRexel 7011
Beverly Hills Hotel.....CRestview 1-8131
Beverly-Wilshire Hotel.....CRestview 6-7111
Biltmore Hotel .....MIchigan 1011
Garden of Allah Hotel.....HOllywood 3581
Hollywood Hotel .....HEmpstead 4181
Hollywood Knickerbocker .....GLadstone 3171
Hollywood Plaza Hotel .....GLadstone 1131
Ravenswood Apt. Hotel.....HOllywood 5391
Roosevelt Hotel .....HOllywood 2442
The Town House .....EXposition 1234

Keep your eye on ABC's Key Stations!

They're off to a flying start to beat their 1945 national spot sales record!

LAST YEAR was a BIG year for ABC's owned and operated stations! During the first eleven months of 1945, their national spot billing increased 24.4% over the same period in 1944—a clear indication that advertisers who want to reach the nation's most important markets in the most economical way are swinging to ABC.

Thanks to ABC programming and ABC spot sales representation, KECA, our most recently acquired station, had over five times the spot billing in 1945 that it had the year before. And ABC spot representation did a grand job for other than owned and operated stations, too. WMAL, the Washington Star's station in the nation's capital, enjoyed a 25% increase in national spot sales over a *banner* 1944—and the American Pacific regional network had its spot billing upped 45.5%!

Last year was a big year for ABC spot sales offices. 1946 will be even bigger. But the thing that gratifies us more than anything is the fact that during 1945 we made so many new friends who will go along with us this coming year confident that we are able to do a job for them—and in that way help to make *their* 1946 successful.

American Broadcasting Company

Owned and Operated Stations represented by Spot Sales Offices at:

NEW YORK	CHICAGO	SAN FRANCISCO	LOS ANGELES	DETROIT
33 West 42nd St.	Civic Opera Bldg.	155 Montgomery St.	1440 N. Highland Ave.	Fisher Bldg.

IMPORTANT RADIO Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBBM	WHItehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEEly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAwford	4100
WENR	DELaware	1900
WGES	SEEly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	DEArborn	8600
WIND (Chicago office)	STAte	4176
WJJD	STAte	5466
WLS	MONroe	9700
WLW (Chicago office)	STAte	0366
WMAQ	SUPerior	8300
WMBI	MIChigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WSBC	MONroe	9060
W51C	STAte	1357

National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHItehall	6000
Keystone Broadcasting System	STate	4590
Mutual Broadcasting System	WHItehall	5060
National Broadcasting Co.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STAte	2898
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	STAte	5282
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHItehall	6000
Radio Advertising Corp.	CENtral	1742
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STAte	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520
The Walker Co.	STAte	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
BBD&O	SUPerior	9200
Dancer-Fitzgerald-Sample	STAte	3800
Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	6500
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAte	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STAte	6610
Needham, Louis, & Brorby	STAte	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cleary	RANdolph	9760
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STAte	7369
Weston-Barnett	WHItehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHItehall	6000
Decca Records, Inc.	DELaware	8800
Estelle Lutz Artists Bureau	HARrison	3435
William Morris Agency, Inc.	STAte	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHItehall	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STAte	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STAte	7700
International News Service	ANDover	1234
RADIO DAILY	OAKland	4545
Press Association, Inc.	STAte	4581
Transradio Press Service	STAte	7904
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STAte	0063
American Federation of Radio Artists	SUPerior	6517
Ascap	STAte	8289
Association For Education By Radio	DEArborn	7801
Radio Council	DEArborn	7801

HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York Chicago London Hollywood

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN *Washington, D. C.*

Federal Departments and Agencies

White House ..... NAtional 1414
State Department ..... REpublic 5600
Treasury Department ..... EXecutive 6400
War Department ..... REpublic 6700
Justice Department ..... REpublic 8200
Post Office Department ..... DIstrict 5360
Navy Department ..... REpublic 7400
Interior Department
(Office of Education) ..... REpublic 1820
Agriculture Department ..... REpublic 4142
Commerce Department ..... DIstrict 2200
Labor Department ..... EXecutive 2420
Federal Trade Commission ..... EXecutive 6800
FEDERAL COMMUNCATIONS
COMMISSION ..... EXecutive 3620
Civilian Production Administration ..... REpublic 7500
War Labor Board ..... REpublic 7500
War Savings Staff, Radio Section ..... EXecutive 6400
Securities & Exchange Commission ..... DIstrict 3633
National Labor Relations Board ..... NAtional 9716
Wage & Hour Administration ..... EXecutive 2420
Social Security Board ..... EXecutive 6500
Supreme Court of the U.S. ..... EXecutive 1640
D. C. Court of Appeals ..... REpublic 3811
U. S. District Court (for D. C.) ..... DIstrict 2854
Capitol (Senate and House) ..... NAtional 3120
Radio Script & Transcription Exchange,
Extension 2225, ... REpublic 1820
Bureau of Census ..... DIstrict 2200

Non-Governmental

American Red Cross ..... REpublic 8300
Clear Channel Group ..... REpublic 3306
National Association of Broadcasters ... NAtional 2080
National Press Club ..... REpublic 2500
Radio Correspondents' Galleries ..... NAtional 3120
RADIO DAILY ..... WIsconsin 3271
HObart 7627
NAtional 2292
Radio Manufacturers' Association ..... NAtional 4901

Radio Stations

WINX ..... REpublic 8000
WJSV ..... MEtropolitan 3200
WMAL ..... NAtional 5400
WOL ..... MEtropolitan 0010
WRC ..... REpublic 4000
WWDC ..... NAtional 7203

Hotels

Carleton Hotel ..... MEtropolitan 2626
Mayflower Hotel ..... DIstrict 3000
Raleigh Hotel ..... NAtional 3810
Shoreham Hotel ..... ADams 0700
Statler Hotel ..... EXecutive 1000
Wardman Park Hotel ..... COlumbia 2000
Willard Hotel ..... NAtional 4420

News Services

Associated Press ..... DIstrict 1500
International News Service ..... NAtional 1733
Transradio Press ..... NAtional 1178
United Press ..... EXecutive 3430

Railway Terminals

Baltimore & Ohio R. R. ..... EXecutive 0770
Pennsylvania R. R. ..... EXecutive 6600
Union Station ..... EXecutive 7900

If you have Availability

Chills

and

Spots Before the Eyes

TAKE THE CURE
WITH "CUE-IN"

•

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

KATHRYN CRAVENS

Accredited War Correspondent who broadcast from 21 countries in

EUROPE — ASIA — The MIDDLE EAST

for the Cowles Station WOL, Washington, D. C.

and

Mutual Broadcasting System

Among personalities interviewed

President Harry S. Truman
Pope Pius XII
Gen. Dwight Eisenhower
George Bernard Shaw
Jean Sibelius
Henri De Gaulle

Among events covered

War Crime Trials
Potsdam Conference
Petain Trial
Bulgarian Elections
Palestine Riots
Quisling Trial

Hollywood As Tele Production Center

By HARRY R. LUBCKE, Dir. of Television, Don Lee Broadcasting System

YOU hardly need me to tell you that Hollywood will become a great television production center, but you might like to hear about some of the details which I think will bring this about.

There is a lot of talent in Hollywood. For several decades the motion picture industry has attracted entertainment talent from all over the world. You have heard of the performers who do not make a picture during their whole contract and you have heard of those who do not get contracts. There is room for only so many stars in the motion picture industry. There is sufficient talent in the area for a fine group of television stars as well.

Play Is the Thing

It may not be fully realized as yet, but in television, "the play's the thing". This does not mean that television should present the drama alone, but it does mean that it must skillfully handle its several vehicles of expression. Television is a discerning medium; artificiality on the part of its performers is immediately recognized. This is because the important attribute of "immediacy" probes into the very life of the performer as it is lived; there are no retakes.

And, of course, in Hollywood, we have *glamour*. This is probably only the difference in a person before and after having his morning cup of coffee; but it has become a great item of merchandise in the motion picture industry. It is hard to define and to control, but as long as we are supposed to have it, I guess we do not have to worry.

Wealth of Production

Behind the glamorous performers there is a whole industry of writing, costuming, production, staging, and technology. This industry has been grappling for years with the intangible factors which differentiate between showmanly and unshowmanly presentations. Television will reach its fullest stature when nationwide television networks become a reality. It is then that Hollywood's abilities will be clearly recognized. There will be only one competitor, a large aggregation of burroughs on the East Coast.

Until the day of networks adds the third, Hollywood television is already blessed with two natural advantages. These are high mountains near large centers of population and an equitable climate, the latter being conducive to the scheduling and television pick-up of outdoor spectacles.

In this region there is a whole range of mountains well over a mile high immediately adjacent to an area populated with several million people. The prime television service area is over 200 miles in diameter. The signal strength for a given transmitter power is, of course, proportional to the height of the transmitting antenna above the service area. In order to realize the maximum natural potentials of television production the Don Lee Broadcasting System has recently announced application to the F.C.C. for permission to install the highest power television transmitting station which can be manufactured upon this very high Mt. Wilson range.

Conditions Ideal

For many years the nation has doubted the claims of the Los Angeles Chamber of Commerce about the weather. This was in spite of the fact that the motion picture industry located here because of the relatively large number of satisfactory outdoor "shooting" days throughout the year. Fortunately now, the thorough displacement of persons brought about by military operations has created a considerable army (and Navy) which lends credence to these perennial claims. Some are doing even more than that. One of the most pressing present problems is the housing shortage.

The job of making Hollywood a great television production center is not going to be easy. It will take everything that Hollywood has and all that it can become, television-wise, to satisfy the great maw that is television programming.

For Television Complete Please Turn To Page 965

Radio's Weekly Payroll Showed Increase in '45

ACCORDING to the FCC average 1945 weekly wage in the broadcasting industry was $65.40, an increase of eight per cent over the same weekly period in 1944. Excluding the motion picture industry, radio leads all other professions in average weekly wages. Employment in 1945 increased 10 per cent over the year before, making a total of 29,405 full time employees.

Table below was prepared in January 1946, based on full time employees for the week beginning October 14, 1945.

Class of employes (1)	Total 9 networks and 876 stations			9 networks including 10 key stations of nationwide networks			866 other standard stations		
	Number (2)	Compensation (3)	Average (4)	Number (5)	Compensation (6)	Average (7)	Number (8)	Compensation (9)	Average (10)
Executives:									
General managerial	1,076	$186,540	$173.36	53	$23,517	$443.72	1,023	$163,023	$159.36
Technical	655	54,626	83.40	30	4,712	157.07	625	49,914	79.86
Program	607	56,025	92.30	38	9,354	246.16	569	46,671	82.02
Commercial	484	67,177	138.80	50	11,309	226.18	434	55,868	128.73
Publicity	156	15,905	101.96	30	4,999	166.63	126	10,906	86.56
Other	276	26,738	96.88	36	5,103	141.75	240	21,635	90.15
Total, executives	3,254	407,011	125.08	237	58,994	248.92	3,017	348,017	115.35
Employes (other than executives):									
Technical:									
Research and development	143	12,369	86.50	51	5,164	101.25	92	7,205	78.32
Operating	5,207	316,068	60.70	1,052	79,568	75.63	4,155	236,500	56.92
Other	299	12,144	40.62	94	3,086	32.83	205	9,058	44.19
Program:				512	36,626	71.54	808	45,857	56.75
Production	1,320	82,483	62.49						
Writers	1,236	59,246	47.93	165	12,660	76.73	1,071	46,586	43.50
Announcers	3,787	218,847	57.79	186	14,322	77.00	3,601	204,525	56.80
Staff musicians	2,220	180,260	81.20	559	76,909	137.58	1,661	103,351	62.22
Other artists	1,764	135,658	76.90	816	74,760	91.62	948	60,898	64.24
Other	1,514	75,004	49.54	547	31,625	57.82	967	43,379	44.86
Commercial:				180	24,617	136.76	1,271	130,005	102.29
Outside salesmen	1,451	154,622	106.56						
Promotion and merchandising	798	44,923	56.29	525	31,324	59.66	273	13,599	49.81
Other	626	24,805	39.62	385	14,776	38.38	241	10,029	41.61
General and administrative:				353	14,970	42.41	850	35,093	41.29
Accounting	1,203	50,063	41.62	321	12,363	38.51	1,007	29,503	29.30
Clerical	1,328	41,866	31.53						
Stenographic	1,422	46,787	32.90	240	8,166	34.03	1,182	38,621	32.67
Other	1,339	44,494	33.23	618	22,724	36.77	721	21,770	30.19
Miscellaneous	494	16,291	32.98	46	2,934	63.78	448	13,357	29.81
Total, excluding executives	26,151	$1,515,930	$57.97	6,650	$466,594	$70.16	19,501	$1,049,336	$53.81
Total, including executives	**29,405**	**$1,922,941**	**$65.40**	6,887	$525,588	$76.32	22,518	$1,397,353	**$62.05**

item I

"This is it!"

On January 31, 1946 the Columbia Broadcasting System in a private showing before a group of leading newspaper and magazine radio editors demonstrated the fact of full color television broadcast on a commercial transmitter in the higher frequencies.

As this book goes to press nearly 1000 leaders in business, industry, arts and science have witnessed the same demonstration. Their enthusiasm is now a matter of record. Here is how *Tide*, the news magazine of advertising, summed it up on February 8: "The general reaction (was): 'This is it.' "

The story of this miracle of modern science goes back to prewar days when CBS led the radio industry in the first pioneering experiments in color television in the low frequencies. The next historic date occurred on April 27, 1944 when CBS first publicly urged the use of the higher frequencies and wider wave bands, promising vastly improved pictures in both full color and black and white within a short time. The skeptics greeted the proposal by estimating the "short time" as "five years from V-J Day".

Less than 6 months after V-J Day, Columbia made good its promise.

and again for the record . . . . .

item 2

Radio's most complete coverage of history's greatest year of news

A SOLDIER FALLS. Between 5:49 p.m. EWT on April 12, 1945 when John Daly at CBS news headquarters flashed the first bulletin of President Roosevelt's death and midnight Sunday, April 15, CBS broadcast a total of 21 hours and 51 minutes of report, tribute and discussion plus 24 hours and 35 minutes of special music from 51 different places scattered throughout the world. *(photo: burial at Hyde Park)*

NATIONS UNITED. From San Francisco where the delegates of 51 nations gathered between April 22 and June 26, 1945 in a security conference, CBS broadcast daily reports from its correspondents, including Norman Corwin's notable hour-long program *Word from the People* which picked up voices from points scattered across five continents. In addition CBS broadcast 31 special discussion programs bringing to the microphone the leading statesmen and delegates of the participating nations. *(photo: delegates in session)*

FOR THE RECORD:

VICTORY IN EUROPE. At 12:05 a.m. May 9 EW
Russia's Foreign Minister Molotov speaking from Sa
Francisco concluded the network's 150th broadca
reporting the defeat of Germany. CBS solidly fille
25 hours of broadcasting with the news, comme
and flourish of victory. On May 7 and 8 the size
the CBS audience swept ahead of all other networ
by margins ranging from 5% to 211%. *(photo: th
German surrender at Rheims)*

VAPORIZED. At 11:15 a.m. EWT August 6, 1945 CBS announcer Harry Kramer broke into a regularly scheduled network program to report President Truman's announcement of Hiroshima's destruction by atomic bomb. From that moment through the next three days Columbia broadcast a steady flow of commentary by atomic scientists, world leaders, and laboratory and factory workers throughout the nation who took part in the development and construction of both the Hiroshima and Nagasaki bombs. *(photo: Hiroshima)*

IT'S OVER. At 3 a.m. EWT August 15 nearly 112 hou
had elapsed since the first tentative flutter of Tokyo
white flag. Americans who tuned in CBS during th
period went abroad 77 times to 10 points on th
earth's surface, heard 514 separate reports an
analyses from 32 CBS correspondents and analyst
Robert Trout was on the air 58 times; Allan Jackso
39; John Daly 28. Thus CBS measured the length an
breadth of final victory. *(photo: New York hails V-J Da*

and now . . . . . .

Let's look ahead . . .

No amount of looking ahead can accurately forecast the events of the coming months. But one thing is certain: wherever, whenever and however the news breaks, Columbia's staff of trained, responsible, world-tested correspondents, analysts and reporters will be right on top of it, conscious of their continuing obligation to the American people to present an accurate objective picture of the march of events. For only with such equipment, can Americans confidently meet the challenges of a swiftly changing world.

this is CBS . . .
the Columbia Broadcasting System

PRESENTS

THE

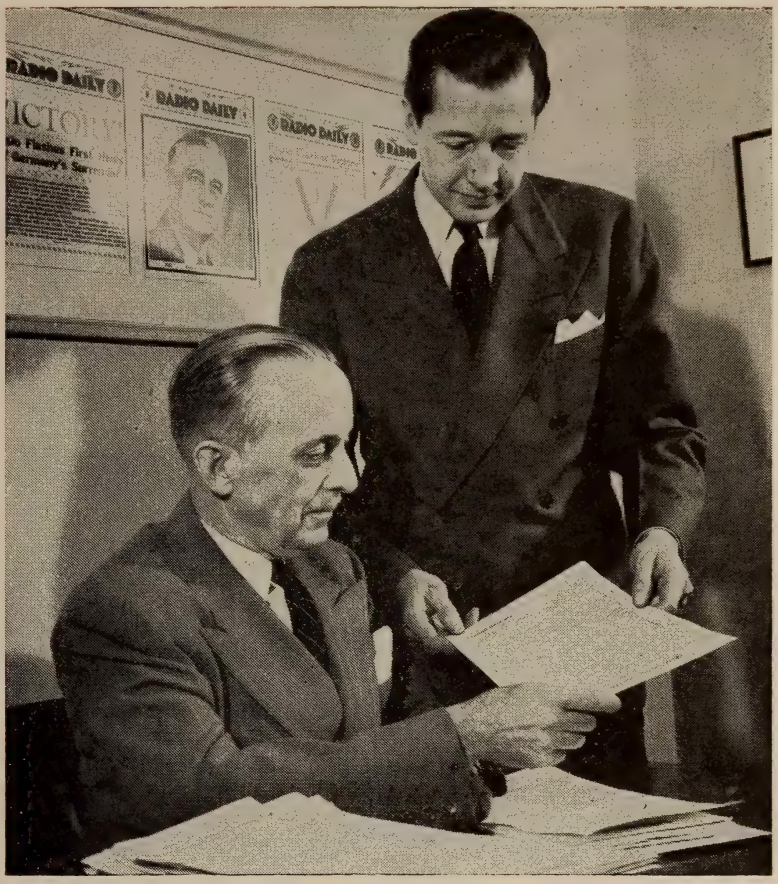
ALL AMERICAN RADIO PROGRAM OF 1945

—THE PAGES THAT FOLLOW REFLECT THE CONSIDERED OPINIONS OF 1091 RADIO CRITICS AND WRITERS

NORMA JEAN NILSSON

"The Little Girl Next Door"

On the Jack Carson CBS Show



THE FINAL BALLOT

Delivery of the 1091st and final ballot by B. E. Jolley, director of research for the Ross Federal organization, to Frank Burke, editor of Radio Daily, signalized completion of the 1945 survey to select the nation's "All American Radio Program." The survey entailed three months canvassing of the nation's press by 136 Ross researchers working out of 35 cities. It was the most comprehensive radio popularity survey ever conducted with 1091 newspaper men and women throughout America participating.

HAL STYLES

Radio's Original "Good Neighbor"

NOW "VETS TALK IT OVER" Warner Bros.' KFWB

America's First Rehabilitation Program for Ex-Servicemen (Sundays 7-7:30 P.M.)

Also, "SO YOU'D LIKE TO BE IN RADIO" (Sundays 3:30-4 P.M.)
Audience Participation-Comedy-Drama Warner Bros.' KFWB

Announcer, Producer, Commentator, Dialectician, Special Events

ALL-AMERICAN WINNERS
IN RADIO DAILY'S
1945 CERTIFIED POLL

Commercial Program

FIBBER McGEE & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9:30-10 p. m., EST, on NBC network. *Agency*: Louis, Needham & Brorby, Inc.

☆

Entertainer

BOB HOPE. Sponsored by The Pepsodent Co., Tuesdays, 10-10:30 p. m., EST, on NBC network. *Agency*: Foote, Cone & Belding, Inc.

☆

Dance Band (Sweet)

GUY LOMBARDO. Sponsored by Larus & Brother Co., Inc., Tuesdays, 9-9:30 p.m. EST, on ABC network. *Agency*: Warwick & Legler, Inc.

☆

Dance Band (Swing)

TOMMY DORSEY. Sponsored by Standard Brands, Inc., Sundays, 8:30-9 p.m., EST, on NBC network for a period in 1945. *Agency*: J. Walter Thompson Co.

☆

Male Vocalist (Classical)

JOHN CHARLES THOMAS. Sponsored by Westinghouse Electric & Mfg. Co., Sundays, 2:30-3 p.m., EST, on NBC network. *Agency*: McCann-Erickson, Inc.

☆

Male Vocalist (Popular)

BING CROSBY. Sponsored by Kraft Cheese Co., Thursdays, 9-9:30 p.m., EST, on NBC network for a period in 1945. *Agency*: J. Walter Thompson Co.

☆

Feminine Vocalist (Classical)

LILY PONS. Guest appearances during the year on various commercial programs.

☆

Feminine Vocalist (Popular)

DINAH SHORE. Sponsored by General Foods Corp., Thursdays, 8:30-9 p.m., EST, on NBC network. *Agency*: Young & Rubicam, Inc.

☆

Symphonic Program

N. Y. PHILHARMONIC-SYMPHONY. Sponsored by United States Rubber Co., Sundays, 3-4:30 p.m., EST, on CBS network. *Agency*: Campbell-Ewald Co.

☆

Popular Musical Show

YOUR HIT PARADE. Sponsored by American Tobacco Co., Saturdays, 9-9:45 p.m., EST, on CBS network. *Agency*: Foote, Cone & Belding, Inc.

☆

Symphonic Conductor

ARTURO TOSCANINI. Sponsored by General Motors, Inc., Sundays, 5-6 p.m., EST, on NBC network. *Agency*: Arthur Kudner.

☆

Comedian

BOB HOPE. Sponsored by The Pepsodent Co., Tuesdays, 10-10:30 p.m., EST, on NBC network. *Agency*: Foote, Cone & Belding, Inc.

☆

News Commentator

LOWELL THOMAS. Sponsored by Sun Oil Co., Monday through Friday, 6:45-7 p.m., EST, on NBC network. *Agency*: Roche, Williams & Cleary, Inc.

ROY ROGERS

''King of the Cowboys''

Exclusive Management
ART RUSH, INC.
Hollywood

ALL-AMERICAN WINNERS
IN RADIO DAILY'S 1945 POLL

Dramatic Program

LUX RADIO THEATER. Sponsored by Lever Brothers Co., Mondays, 9-10 p.m., EST, on CBS network. *Agency*: J. Walter Thompson Co.

☆

Dramatic Serial

ONE MAN'S FAMILY. Sponsored by Standard Brands, Inc., Sundays, 3:30-4 p.m., EST, on NBC network. *Agency*: J. Walter Thompson Co.

☆

Sports Commentator

BILL STERN. Sponsored by Colgate-Palmolive-Peet Co., Fridays, 10:30-10:45 p.m., EST, on NBC network. *Agency*: Sherman & Marquette, Inc.

☆

Children's Show

LET'S PRETEND. Sponsored by Cream of Wheat Corp., Saturdays, 11:05-11:30 a.m., EST, on CBS network. *Agency*: Batten, Barton, Durstine & Osborn, Inc.

☆

Educational Program

AMERICA'S TOWN MEETING OF THE AIR. Sponsored by Reader's Digest Association, Inc., Thursday, 8:30-9:30 p.m., EST, on ABC network. *Agency*: Batten, Barton, Durstine & Osborn, Inc.

☆

Quiz Show

INFORMATION PLEASE. Sponsored by Socony-Vacuum Oil Co., Mondays, 9:30-10 p.m., EST, on NBC network. *Agency*: Compton Advertising, Inc.

☆

Daytime Variety Show

BREAKFAST CLUB. Sponsored by Swift & Co. and Philco Corp., Monday through Friday, 9:30-10 a.m., EST, on ABC network. *Agency*: J. Walter Thompson Co. for Swift; Hutchins Advertising Co. for Philco.

☆

Comedienne

JOAN DAVIS. Sponsored by Lever Bros. Co., Mondays, 8:30-8:55 p.m., EST, on CBS network. *Agency*: Young & Rubicam, Inc.

☆

Announcer

DON WILSON. Jack Benny-American Tobacco Co. program, Sundays, 7-7:30 p.m., EST, on NBC network. *Agency*: Ruthrauff & Ryan, Inc.

☆

Popular Singing Unit

ANDREWS SISTERS. Sponsored by Nash-Kelvinator Corp., Wednesdays, 10:30-11 p.m., EST, on CBS network. *Agency*: Geyer, Cornell & Newell, Inc.

☆

Comedy Team

FIBBER McGEE & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9:30-10 p.m., EST, on NBC network. *Agency*: Louis, Needham & Brorby, Inc.

☆

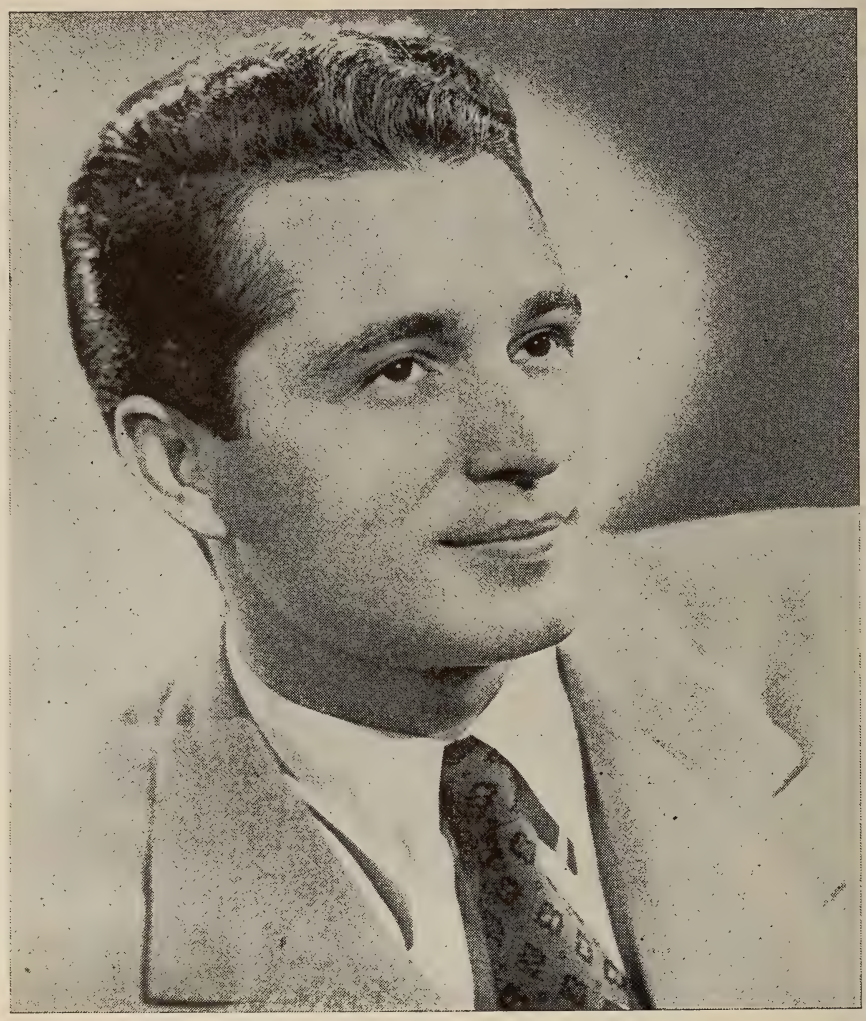
Song of the Year

'TIL THE END OF TIME. Published by Santly-Joy, Inc. Music by Frederic Chopin; arrangement and lyrics by Ted Mossman and Buddy Kaye.

☆

Composition of the Year

POLONAISE in A-Flat, Opus 53, No. 6, by Frederic Chopin. (Public domain composition with special arrangements by several major music publishers.)



PERRY COMO

Star of

"Chesterfield Supper Club"

Mon., Wed., Fri., 7-7:15 p.m., E.S.T.

NBC

Under Contract to

20th Century-Fox Films • Victor Recording Artist

GENERAL AMUSEMENT CORPORATION

Results of Radio Daily's ★ 1945 Certified Poll ★

First five in each 26 categories is listed below, representing the exact number of votes taken off 1,091 ballots.

Commercial Program

Fibber McGee	74
Information Please	54
Jack Benny	42
Edgar Bergen	36
Lux Radio Theater	35

Entertainer

Bob Hope	205
Fred Allen	116
Bing Crosby	79
Jack Benny	64
Danny Kaye	39

Dance Bands (Sweet)

Guy Lombardo	351
Sammy Kaye	67
Wayne King	61
Fred Waring	43
Tommy Dorsey	40

Dance Bands (Swing)

Tommy Dorsey	133
Harry James	134
Benny Goodman	105
Woody Herman	54
Kay Kyser	38

Male Vocalist (Classical)

John C. Thomas	225
Nelson Eddy	159
James Melton	150
Lauritz Melchior	109
Lawrence Tibbett	43

Male Vocalist (Popular)

Bing Crosby	662
Frank Sinatra	79
Perry Como	61
Dick Haymes	29
Frank Munn	18

Feminine Vocalist (Popular)

Dinah Shore	301
Ginny Simms	89
Frances Langford	76
Jo Stafford	57
Joan Edwards	37

Symphonic Program

N. Y. Phil.	311
NBC Symphony	137
Boston Symphony	133
Ford Hour	97
Phila. Symphony	28

Popular Musical Show

Hit Parade	115
Hour of Charm	71
Kay Kyser	63
Fred Waring	60
Man. Merry-Go-Round	45

Symphonic Conductor

Toscanini	240
Koussevitsky	115
Kostelanetz	88
Stokowski	61
Rodzinski	45

Comedian

Bob Hope	294
Fred Allen	225
Jack Benny	104
Edgar Bergen	50
Danny Kaye and Jimmy Durante (TIE)	34

News Commentators

Lowell Thomas	136
Raymond Swing	98
Fulton Lewis, Jr.	85
H. V. Kaltenborn	70
Walter Winchell	55

Dramatic Program

Lux Radio Theater	296
Theater Guild	112
Mr. D. A.	49
Cavalcade of America	37
Helen Hayes Theater	35

Dramatic Serial

One Man's Family	125
Sherlock Holmes	23
Date With Judy and Thin Man (TIE)	12
Mr. D. A.	11
The Gt. Gildersleeve	8

LOOK MAGAZINE PREDICTS FOR '46...
As the dance orchestra most likely to hit the 1946 top in popular and critical approval.

CAPITOL RECORDS' "BAND OF THE YEAR"...
With these great discs . . . "I BEEN DOWN IN TEXAS" "SHOO FLY PIE (AND APPLE PAN DOWDY)" • "TAMPICO" "ARTISTRY JUMPS" • "JUST A-SITTIN' AND A-ROCKIN'"

"ARTISTRY IN RHYTHM"

Stan Kenton

AND HIS ORCHESTRA

Direction —

General ARTISTS CORPORATION
THOMAS G. ROCKWELL, *President*
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Management —
CARLOS GASTEL

Robert Holley and Co Inc Ad No 1277

Results of Radio Daily's ★ 1945 Certified Poll ★

Sports Commentators

Bill Stern	303
Ted Husing	98
Red Barber	37
Harry Wismer	27
Stan Lomax	20

•

Children's Shows

Let's Pretend	118
Quiz Kids	75
The Lone Ranger	53
Coast-to-Coast on a Bus	24
Henry Aldrich and Children's Hour (TIE)	16

•

Educational Program

America's Town Meeting	117
Information Please	104
Chicago Roundtable	70
American School Air	43
Cavalcade of America	29

•

Quiz Show

Information Please	330
Take It Or Leave It	135
Quiz Kids	87
Dr. I. Q.	67
Truth Or Consequences	26

•

Daytime Variety Show

Breakfast Club	140
Fred Waring	72
Breakfast At Sardis	48
Queen For A Day	25
G. E. House Party	23

•

Comedienne

Joan Davis	294
Cass Daley	73
Fannie Brice	56
Gracie Allen	55
Judy Canova	24

Popular Singing Unit

Andrews Sisters	173
Ink Spots	80
Waring Penn.	77
The Pied Pipers	40
Charioteers	26

•

Comedy Team

Fibber McGee & Molly	375
Burns & Allen	119
Durante & Moore	100
Abbott & Costello	79
Bergen & McCarthy	69

•

Feminine Vocalist (Classical)

Lily Pons	230
Gladys Swarthout	103
Marian Anderson	92
Jessica Dragonette	57
Jeanette MacDonald	40

•

Announcer

Don Wilson	143
Harry von Zell	119
Milton Cross	105
Ken Carpenter	66
Bill Goodwin and Ben Grauer (TIE)	54

•

Song of the Year

'Til The End of Time	143
It's Been A Long, Long Time	85
It Might As Well Be Spring	79
If I Loved You	55
A. T. & Santa Fe	30

•

Musical Composition of the Year

Polonaise	43
Warsaw Concerto	28
Prokofieff Fifth Symphony	19
Shostakovich 9th Sym.	18
Holiday for Strings	13

GREAT NAMES IN RADIO

aired by N. W. Ayer

JIMMY DURANTE

THE TELEPHONE HOUR

DONALD VOORHEES

and his Orchestra

with some of America's

finest stars of the

world of music

GARRY MOORE

THE REXALL DRUG RADIO SHOW

HIRES SUNDAY

EVENING PARTY

FELIX KNIGHT

THE ELECTRIC HOUR

NELSON EDDY

presents many

famous guest stars

LOUISE CARLYLE

PHIL DAVIS

and his Orchestra

ROBERT ARMBRUSTER'S

Orchestra

N. W. AYER & SON, Inc.

Philadelphia • New York • Chicago • Detroit • San Francisco
Hollywood • Boston • Honolulu • London

BUSINESS

Agency and Sponsor Network Billings

•

Station Representatives

•

News Service

•

Research Firms

•

Advertising Agencies

•

Federal Communications Commission

THE SHORTEST DISTANCE

BETWEEN TWO POINTS

IS YOUR LINE TO

COLUMBIA TRANSCRIPTIONS

NEW YORK · 799 Seventh Ave. · Circle 5-7300

HOLLYWOOD · 6624 Romaine St. · GRanite 4134

Radio From The Business Side

By M. H. SHAPIRO, Managing Editor, RADIO DAILY

RADIO ADVERTISING as a whole, reflected more or less, the crises that confronted industry throughout the nation due to strikes, reconversion, battle over price ceilings and the resultant lack of manufactured goods. Which of course was particularly true of the latter part of 1945. Its usual revenue increase, although definitely a net rise, did not attain to the percentage to which it is accustomed. Final figures may reach close to an eight per cent increase in net time sales, which compares to the accustomed 20-odd per cent of other years. Major networks and not a few stations may attribute some of the lowered gross to such emergencies as the passing of President Roosevelt and the marking of victories in Europe and Japan, when considerable time was cancelled. Still, national network billings claimed more than 40 per cent of the total of all dollars spent for broadcast advertising. Local business was around 30 per cent of the total and national and regional spot business over 25 per cent. Regional networks are expected to account for an approximate three per cent of radio time sales.

•

Actual gross increase in billings for all types of radio advertising when completely tabulated for 1945, will reach a possible $20,000,000, for a grand total of nearly $412,000,000. Exactly 10 years ago, radio's total gross billings were approximately $88,000,000. The forward march is inevitable.

Close to $75,000,000 went to talent during the year 1945. This includes both independent payments or purchases and those of the networks, national and regional, also local deals. Network increases from a percentage basis was up less than any other form of radio advertising. Various reasons hold the answer including general postwar conditions and unavailability of good time slots for everybody.

•

Drugs and toilet goods were far and away in topping the gross billings as to networks, while food and food beverages made a strong second. Other commodities advertised via radio showed huge increases in billings but comparatively speaking, their total volume is in the lower brackets compared to the leaders. Tobacco products showed a substantial rise in billings not only during 1945 but over a period of five years. Actual greatest increase over any commodity advertised on the air are the billings in the beer and wine category. Despite the increase, the total billings are not great. Stationers, publishers, building materials also show a sizeable upsurge in billings and again the grand total is small.

•

Optimism however, is rampant throughout the industry. as to future business. Some sources, while agreeing the time is a little way off, believe that television and FM will be a potent factor in additional revenue from the broadcasting angle. Spot business looks exceedingly good for the 1946-47 season, from the viewpoint of the station representatives. With the settlement of most of the major strikes, the worst was believed over and industry ready to produce goods which must be advertised. Many brands, off the market during the war are overdue on their return.

•

No actual reconversion problem exists for radio as to broadcasting, yet it remains a problem upon which the broadcaster's welfare is contingent. This applies to the availability of new equipment as well as to sources of additional clientele. As a whole, radio business continued its gains, well managed by the men and women in back of the industry. This group grows in numbers constantly, as witnessed by the constantly increasing number of applications for new stations of every description, revealing a confidence probably exceeded by no other great American industry.

10%

Ten percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

JAMES L. SAPHIER
AGENCY

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

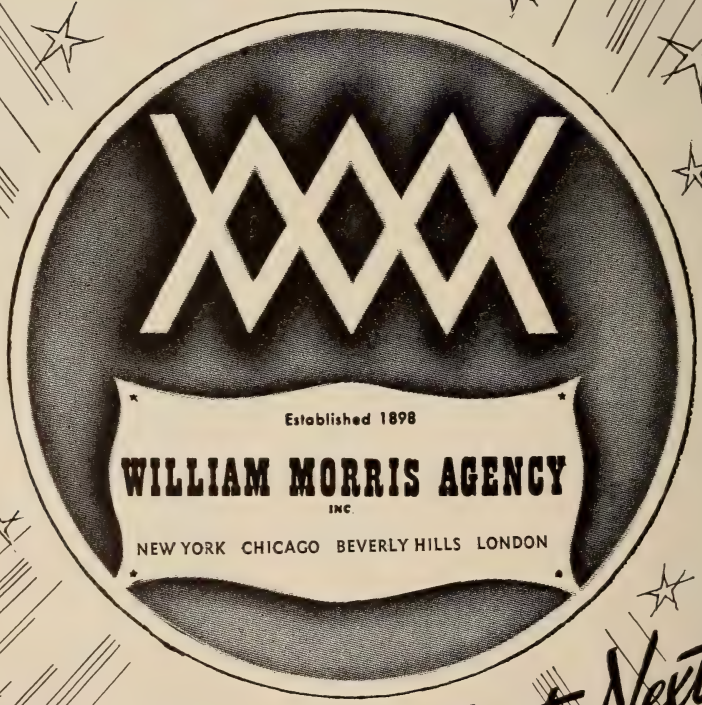
American Broadcasting Co.
1945 Agency Gross Billings

J. Walter Thompson Co	$ 4,540,394
Compton Advertising, Inc	2,309,467
Kenyon & Eckhardt, Inc	2,248,536
Batten, Barton, Durstine & Osborne, Inc.	2,082,855
Young & Rubicam, Inc	2,042,573
Wade Adv. Agency	1,956,191
Warwick & Legler	1,598,187
Dancer-Fitzgerald & Sample	1,530,292
D'Arcy Adv., Inc	1,493,370
McCann-Erickson, Inc.	1,486,130
MacFarland Aveyard & Co	1,287,844
Schwimmer & Scott Adv	1,176,187
Benton & Bowles, Inc	1,146,600
Hutchins Adv. Co	1,144,236
Sherman & Marquette, Inc	891,921
Lennen & Mitchell, Inc	851,622
Aubrey, Moore, & Wallace, Inc	737,680
Foote, Cone & Belding	713,726
Knox Reeves Adv. Co	679,865
Walker & Downing	668,241
Wm. Esty & Co., Inc	646,663
N. W. Ayer & Son, Inc	636,648
Sherman K. Ellis, Inc	597,326
Doherty, Clifford & Shenfield, Inc	570,443
Grant Advertising, Inc	475,102
Small & Seiffer, Inc	433,166
Hazard Advertising Co	390,689
H. W. Kastor & Sons Adv. Co., Inc	367,447
Geyer Cornell & Newell, Inc	341,530
Leo Burnett Co., Inc	323,874
Burton Brown Adv	323,412
Tracy-Locke Co., Inc	298,350
Hill Blackett & Co	284,729
Raymond Spector Co., Inc	275,352
Buchanan & Co., Inc	268,607
Maxon, Inc.	262,892
Alfred J. Silberstein—Bert Goldsmith, Inc.	249,477
Pacific Nat'l Adv. Agency	214,159
Charles Dallas Reach Co	210,912
Ivey & Ellington, Inc	205,625
McJunkin Advertising Co	203,869
Fuller & Smith & Ross	192,240
Keeling & Co., Inc	186,392
J. M. Mathes, Inc	164,309
Donahue & Coe, Inc	137,662
J. D. Tarcher & Co	122,843
A. W. Lewin Co	109,664
The M. H. Hackett Co	90,110
Henry Souvaine, Inc	87,384
Arthur Kudner, Inc	62,061
Garfield & Guild Adv	55,480
Tucker Wayne & Co	50,320
The Biow Co., Inc	46,668
Charles H. Sheldon Adv	46,245
Roche, Williams & Cleary	43,578
Street & Finney, Inc	43,424
Duane Jones Co	42,638
Brisacher Van Norden & Staff	41,008
U. S. Advertising Corp	39,000
The Clements Co., Inc	37,896
St. Georges & Keyes, Inc	37,690
Huber Hoge & Sons	34,755
Wiltman & Pratt, Inc	34,428
Wm. H. Weintraub & Co	32,461
Ruthrauff & Ryan	31,393
Dorland International—Pettingell & Fenton, Inc.	21,447
Erwin Wasey & Co., Inc	20,651
Barton A. Stebbins Adv. Agency	17,160
Trade Development Corp	16,761
A. E. Brooks Adv. Agency	16,086
H. B. Humphrey Co	12,440
The Mayers Co	11,442
Rhoades & Davis	8,974
Evans Associates, Inc	7,530
John Barnes Agency	4,680
Glasser-Gailey & Co	1,770
Campbell-Mithun, Inc	1,184
TOTAL	$40,045,966

Columbia Broadcasting System
1945 Agency Gross Billings

Young & Rubicam, Inc	$ 9,492,434
Dancer-Fitzgerald-Sample, Inc.	6,495,750
The Biow Co., Inc	4,976,900
J. Walter Thompson Co	4,648,864
Ruthrauff & Ryan, Inc	4,425,451
Compton Advertising, Inc	3,151,963
Batten, Barton, Durstine & Osborne, Inc.	2,674,898
Foote, Cone & Belding	2,517,608
McCann-Erickson, Inc.	2,030,041
Benton & Bowles, Inc	1,853,834
William Esty & Co., Inc	1,758,064
Duane Janes Co	1,398,502
Arthur Meyerhoff & Co	1,327,170
Ward Wheelock Co	1,308,365
Maxon, Inc.	1,283,782
N. W. Ayer & Sons, Inc	1,161,200
Campbell-Ewald Co., Inc	1,118,745
Grant Advertising, Inc	1,117,631
Pedlar & Ryan, Inc	1,015,884
Geyer, Cornell & Newell, Inc	902,351
Garner Advertising Co	820,963
Lennen & Mitchell, Inc	812,928
Buchanan & Co., Inc	804,448
Wm. H. Weintraub & Co	766,747
Newell-Emmett Co., Inc	755,800
Warwick & Legler, Inc	729,148
Ted Bates, Inc	698,532
Sherman & Marquette, Inc	630,672
Roche, Williams & Cleary, Inc	570,460
Morse International, Inc	543,046
Kenyon & Eckhardt, Inc	473,167
Smith & Drum, Inc	455,145
C. L. Miller Co	409,906
Lambert & Feasley, Inc	304,542
Joseph Katz Co	297,560
Henri, Hurst & McDonald, Inc	231,193
Cruttenden & Eger	201,717
Sorensen & Co	199,698
Wallace-Ferry-Hanly Co.	182,157
McJunkin Advertising Co	145,966
Honig-Cooper Co.	92,734
Brisacher, Van Norden & Staff	63,935
Barton A. Stebbins, Inc	62,961

Like its live radio showmanship, the constantly expanding transcription activity of the William Morris Agency is characterized by experience, imagination and intelligence. Spot announcement or full hour presentations . . . sparked by the finest performing, production and writing talent . . . testify that the William Morris Agency is best equipped to service the transcription needs of the industry.



Televised Spots Next!

Hillman, Shane & Breyer, Inc.	59,725
Cockfield, Brown & Co.	51,645
MacManus, John & Adams, Inc.	51,530
W. Earl Bothwell Agency	51,223
Baker Advertising Agency, Ltd.	46,506
Abbott Kimball Co., Inc.	43,176
Ronalds Advertising Agency	42,597
Spitzer & Mills, Ltd.	41,961
Brooks Advertising Agency	39,156
Knox Reeves Advertising	39,142
Clements Co., Inc.	37,635
Wade Advertising Agency	30,492
Long Advertising Service	28,902
Glasser Gailey & Co.	26,061
Rhoades & Davis	20,616
Little & Co.	15,698
Hixson-O'Donnell Advertising, Inc.	15,394
M-G-M Advertising Agency	15,288
Aubrey, Moore & Wallace, Inc.	14,854
Dan B. Minor Co.	14,616
Fitzgerald Advertising Agency	14,487
Garfield & Guild	13,771
Byrde, Richard & Pound	13,704
Cecil & Presbrey, Inc.	12,985
Adolph Wendland	11,547
Gilham Advertising Agency	10,920
Raymond R. Morgan Agency	8,914
Aitkin-Kynett Co.	7,845
Ted M. Factor Agency	7,395
George M. Wessells Agency	7,240
Donahue & Coe, Inc.	5,688
Pacific National Advertising Agency	3,438
Lockwood-Schackelford Co.	1,810
Russel M. Seeds Co.	1,624
Kelly Nason, Inc.	1,404
GRAND TOTAL	$65,724,851

Mutual Broadcasting System 1945 Agency Gross Billings

Erwin Wasey & Company	$ 2,961,043.38
Hixson-O'Donnell Adv., Inc.	1,368,203.27
D'Arcy Adv. Company, Inc.	1,286,571.16
Gardner Advertising Company	1,093,171.68
Kenyon & Eckhardt, Inc.	1,083,463.87
J. Walter Thompson Company	863,256.88
Neal D. Ivey Company	767,791.93
Ruthrauff & Ran, Inc.	663,110.72
Arthur Meyerhoff & Company	646,711.80
Grant Advertising, Inc.	637,106.67
Wm. H. Weintraub & Company, Inc.	587,897.93
Dancer-Fitzgerald-Sample	586,708.84
Maxon, Inc.	569,753.68
Calkins & Holden	464,205.10
Stanley G. Boynton Adv.	459,524.93
Raymond R. Morgan Company	454,003.35
Young & Rubicams, Inc.	410,645.04
Bermingham, Castleman & Pierce, Inc.	396,561.92
H. B. Humphrey Co.	346,552.49
Gotham Advertising Company	319,477.00
Henri, Hurst & McDonald, Inc.	284,997.86
Donahue & Coe, Inc.	278,343.20
Wade Advertising Agency	277,349.00
Hill Blackett & Company	257,024.48
G. C. Hoskin Associates	253,560.91
Walker & Downing	252,149.60
Ted Bates, Inc.	250,952.15
R. H. Alber Company	244,675.77
The Caples Company	224,970.33
St. Georges & Keyes, Inc.	212,825.40
Federal Advertising Agency, Inc.	191,368.00
L. W. Ramsey Company	166,113.00
McJunkin Advertising Co.	152,265.35
Al Paul Lefton Co., Inc.	145,108.08
Leo Burnett Co., Inc.	130,845.32
Buchanan & Co., Inc.	118,752.47
Weiss & Geller, Inc.	117,176.00
Ivey & Ellington, Inc.	116,346.06
Emil Mogul Company, Inc.	112,596.00
Benton & Bowles, Inc.	108,741.90
Olian Advertising Company	101,688.00
Clements Company, Inc.	89,659.70
N. W. Ayer & Son, Inc.	87,033.76
Roche, Williams & Cleary, Inc.	77,649.90
Raymond Spector Co., Inc.	75,509.25
Geyer, Cornell & Newell, Inc.	61,738.24
Warwick & Legler, Inc.	52,029.00
United States Advertising Co.	43,423.97
Kudner Agency, Inc.	34,924.40
Russell M. Seeds Co., Inc.	32,478.33
Makelim Associates	26,787.15
Weston-Barnett, Inc.	26,267.93
Morse International, Inc.	13,860.00
George H. Hartman Company	12,676.40
Smith, Bull & McCreery	10,749.00
Marschalk & Pratt Co.	8,317.50
Schwimmer & Scott	7,902.75
Foote, Cone & Belding	4,788.00
Compton Advertising, Inc.	4,037.00
John C. Dowd, Inc.	2,600.00
Batten, Barton, Durstine & Osborne, Inc.	1,320.00
GRAND TOTAL	$20,637,362.80

National Broadcasting Company 1945 Sponsor Expenditures Not Available

American Broadcasting Co. 1945 Sponsor Expenditures

Procter & Gamble Co.	$ 2,240,537
General Mills, Inc.	2,159,021
Miles Laboratories, Inc.	1,956,191
Kellogg Company	1,678,207
The Coca-Cola Company	1,493,370
Quaker Oats Co.	1,489,247
Swift and Company	1,483,725
Libby, McNeill & Libby	1,420,561
Esquire, Inc.	1,176,187
Westinghouse Electric Corp.	1,148,557
Philco Corporation	1,144,236
Ford Motor Company	1,055,915
Reader's Digest Assn., Inc.	959,728
Curtis Publishing Company	868,796
The Andrew Jergens Co.	851,622
General Foods Corporation	823,539
Allis-Chalmers Mfg. Co.	807,452
Bristol-Myers Company	725,062
Lehn & Fink Products Corp.	646,663
Yarus & Brother Company, Inc.	6[illegible]3,958
Mail Pouch Tobacco Co.	580,518
The Borden Company	558,986
Charles E. Hires Co.	557,429
Williamson Candy Co.	551,694
Serutan Co.	550,144
Equitable Life Ass. Soc. of U. S.	488,037
Raytheon Production Corp.	487,718
Hall Brothers, Inc.	462,930
The D. L. Clark Co.	456,268
Carter Products, Inc.	433,166
Nat'l Board of Fire Underwriters	419,048
Prudential Life Insurance Co.	408,078
American Cyanamid	390,689
United States Steel Corporation	372,815

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Comfort Manufacturing Company	6,974
Iodent Chemical Co	6,761
Zukor's, Inc.	4,680
Bu-Tay Products Co	1,770
American Dairy Association	1,184
Corley Diet Food Co	856
Standard Oil of California	402
TOTAL	$10,015,966

Columbia Broadcasting System 1945 Sponsor Expenditures

Procter & Gamble Co	$ 5,358,496
Lever Brothers Co	5,091,929
General Foods Corp	4,164,948
American Home Products Corp	2,984,922
General Electric Co	2,842,841
Sterling Drug Inc	2,275,351
William Wrigley, Jr. Co	2,057,578
Campbell Soup Co	1,655,873
Eversharp, Inc.	1,556,493
Philip Morris & Co., Ltd., Inc	1,417,715
Colgate-Palmolive-Peet Co.	1,392,157
Manhattan Soap Co., Inc	1,374,486
General Mills, Inc	1,269,478
United States Rubber Co	1,118,745
American Tobacco Co	1,055,678
R. J. Reynolds Tobacco Co	1,007,505
Cudahy Packing Co	921,726
E. R. Squibb & Sons	907,239
Johns-Manville Corp.	864,710
Texas Co.	841, 38
Pet Milk Sales Co	831,883
Lady Esther, Ltd	826,710
Emerson Drug Co	795,090
P. Lorillard Co	793,974
Quaker Oats Co	791,270
Celanese Corp. of America	789,886
Chrysler Corp.	780,148
Bourjois, Inc.	764,307
Anchor Hocking Glass Corp	760,657
Liggett & Myers Tobacco Co	755,800
Pabst Sales Co	729,148
Continental Baking Co., Inc	698,532
B. F. Goodrich Co	687,387
Chesebrough Mfg. Co	666,199
United Drug Co	613,032
Prudential Ins. Co. of America	601,797
Continental Can Co	588,274
Lewis-Howe Co.	570,460
Gulf Oil Corp	558,804
International Silver Co	552,027
Electric Companies Adv. Program	548,168
Roma Wine Co	525,882
Parker Pen Co	506,194
Noxzema Chemical Co	445,098
Southern Cotton Oil Co	441,955
Borden Co.	429,609
Sales Builders, Inc	423,990
Welch Grape Juice Co	367,447
Time, Inc.	367,404
George W. Luft Company	365,163
Nash-Kelvinator Corporation	341,530
American Meat Institute	323,874
Pacific Coast Borax Co	321,932
Pharma-Craft Corp.	318,813
Dr. Pepper Company	298,350
The Wander Company	284,729
Standard Brands, Inc	277,944
Gillette Safety Razor Co	262,892
Owens-Illinois Glass Co	257,712
Texas Company	236,561
Botany Worsted Mills	219,477
L. E. Waterman Co	210,912
Sweets Co. of America	205,625
Mars, Inc.	200,310
Fisher Flouring Mills Co	198,556
Aluminum Co. of America	192,240
Hastings Mfg. Co	186,392
O'Cedar Corporation	185,986
Elgin National Watch Co	167,448
Chef Boy-Ar-Dee Quality Foods, Inc	164,747
B. F. Goodrich Co	155,499
Wildroot Co., Inc	155,013
Armour and Company	142,148
Grove Laboratories, Inc	137,662
Ward Baking Company	125,944
McKesson & Robbins, Inc	122,843
Sherwin-William Co.	112,281
Harvel Watch Co	109,664
Lockheed Aircraft Corp	108,648
Chatham Mfg. Co	90,110
Army-Navy-Red Cross Series	87,384
U. S. Army	72,219
American Iron & Steel Institute	70,823
Lear, Incorporated	62,061
Falstaff Brewing Corp	51,136
Serinto Mfg. Co	50,320
Eversharp, Inc.	46,668
John H. Breck, Inc	46,245
Hunt Foods, Inc	44,734
Raymond Laboratories, Inc	43,578
Foster-Milburn Company	43,424
Peter Paul, Inc	41,008
Wilson Sporting Goods	39,000
General Baking Company	37,896
Benjamin Moore and Co	37,690
Manhattan Soap Co., Inc	35,874
William Wise and Co	34,755
Congress of Indus. Organizations	34,428
H. Fendrich, Inc	31,393
Gum Laboratories, Inc	32,148
Rainier Brewing Company	32,046
Frank H. Lee Company, Inc	32,464
Safeway Stores, Inc	29,054
Chemicals, Inc.	28,096
Kellogg Company	27,948
Guittard Chocolate Co	27,384
Pinaud, Inc.	21,447
S. A. Moffett Co	20,654
The Cummer Co., Division of Sterling Drugs, Inc.	18,036
Signal Oil Company	17,160
Club Aluminum Products Company	16,761
Bekins Van & Storage	16,086
Soil-Off Mfg. Co	15,641
Washington Co-operative Egg & Poultry	15,603
Christian Science Publishing Soc	12,440
The Mentholatum Company	11,918
Food Machinery Corp	11,442
Washington State Apple Commission	9,086
Dr. Earl Sloan, Inc	8,748
Denalan Company, Inc	8,118
Batavia Metal Products Co	7,530

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Armstrong Cork Co	385,246
Standard Brands, Inc	374,500
Cresta Blaca Wine Co	374,421
Armour & Co	367,886
Prince Matchabelli, Inc	364,136
J. B. Williams Co	354,675
Pillsbury Mills, Inc	331,660
Johnson & Johnson	325,430
Cream of Wheat Corp	321,351
Lambert Co.	304,542
American Oil Co	287,825
Curtiss Candy Co	256,822
Textron, Inc.	248,702
Ballard & Ballard Co	231,193
Admiral Corp.	201,717
Nash-Kelvinator Corp.	200,763
Bowey's, Inc.	199,698
Electric Auto-Lite Co	197,466
Bendix Aviation Corp	195,905
Pacific Coast Borax Co	190,480
P. Ballantine & Sons	189,774
Ford Motor Co	182,760
Campana Sales Co	182,157
Vick Chemical Co	178,910
Corn Products Refining Co	153,084
Schenley Laboratories, Inc	153,048
Chef Boy-Ar-Dee Quality Foods, Inc	145,966
Servel, Inc.	88,113
Planters Nut & Chocolate Co	74,146
Signal Oil Co	62,961
"42" Products, Inc	59,725
Ferry-Morse Seed Co	51,530
Elgin National Watch Co	51,005
Soil-Off Mfg. Co	43,593
Gillette Safety Razor Co	42,592
Bekins Van & Storage Co	39,156
Peter Paul, Inc	39,105
General Petroleum Corp. of California	38,550
Colonial Dames, Inc	38,301
Hudson Coal Co	37,635
Union Oil Co	34,762
Miles California Co	30,492
Hunt Bros. Packing Co	30,057
Safeway Stores, Inc	26,656
S. & W. Fine Foods, Inc	24,830
Mennen Co.	24,016
National Lead Co	21,390
Yellow Cab Co	20,616
Andrew Jergens Co	18,954
Benrus Watch Co	18,096
Kelite Products, Inc	15,698
Day & Night Mfg. Co	15,394
McMahan Furniture Stores	15,288
O'Cedar Corp.	14,854
Wilshire Oil Co	14,616
Pan American Petroleum Corp	14,487
Compton Co.	13,704
L. B. Laboratories, Inc	13,191
Ronson Art Metal Works, Inc	12,985
Gallankamp Stores Co	12,956
Bu-Tay Products, Ltd	12,80
California Prune & Apricot Growers Assn.	12,008
Edison Bros. Stores, Inc	11,547
M. J. B. Co	9,887
Maryland Pharmaceutical Co	9,735
R. M. Hollingshead Corp	7,845
Grove Laboratories, Inc	7,312
Union Ice Co	7,240
Chemicals, Inc.	6,876
S. A. Moffatt Co	6,112
Seeman Bros., Inc	6,090
Seal-Cote Co.	5,607
Guittard Chocolate Co	5,580
I. Ginsberg & Bros., Inc	4,875
Lyon Van & Storage Co	4,202
Barron-Gray Packing Co	3,938
Washington Cooperative Egg & Poultry Assn.	3,438
Industrial Management Corp	1,810
Herman Basch & Co	1,404
Newell Gutradt Co	1,315
GRAND TOTAL	$65,724,851

Mutual Broadcasting System 1945 Sponsor Expenditures

R. B. Semler, Inc	$ 1,713,953.23
Coca-Cola Company	1,286,571.16
Ralston Purina Co	1,093,171.68
Sinclair Refining Co	1,043,899.27
Kellogg Company	911,140.67
Bayuk Cigars, Inc	884,137.99
Zonite Products Corp	701,077,93
Pharmaco, Inc.	669,002.32
Mutual Benefit Health & Accident Assn.	646,711.80
Whitehall Pharmacal Co	586,708.84
Gillette Safety Razor Co	569,753.68
Seven-Up Bottling Co	525,933.70
Stokely Brothers & Co., Inc	464,205.10
Knox Company	454,003.35
Serutan Company	437,854.91
Conti Products, Inc	364,809.92
Helbros Watch Co	354,277.63
Barbasol Company	331,891.99
Richfield Oil Corp	324,304.00
Employer's Group Ins. Co	321,5540.49
Lutheran Laymen's League	319,477.00
Lin-X (formerly Acme White Lead & Color Works)	284,997.86
Beaumont Company	278,343.20
Miles Laboratories, Inc	277,349.00
Reichhold Chemicals, Inc	274,761.01
Radio Bible Class	264,231.89
Petri Wine Company	264,040.04
Voice of Prophecy	253,560.91
Allegheny Ludlum Steel Corp	252,149.60
Carter Products, Inc	250,952.15
Gospel Broadcasting Assn	244,675.77
Frank H. Lee, Inc	230,828.30
Union Pacific Railroad	224,970.33
Young People's Church of the Air	214,120.23

POPULARITY IN RADIO MEANS POPULAR NCAC ARTISTS

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Address inquiries to **DANIEL S. TUTHILL**, Vice-President and Director of POPULAR DIVISION

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HOLLYWOOD CHICAGO SAN FRANCISCO

Revere Copper & Brass, Inc.	212,825.40
Wesley Radio League	195,293.04
General Cigar Company	192,502.83
American Safety Razor Corp.	191,368.00
Chesapeake & Ohio Railway	172,323.20
Wander Company	169,140.48
F. W. Fitch Company	166,113.00
Goodyear Tire & Rubber Co.	146,605.00
Duffy Mott Company, Inc.	145,108.08
Textron, Inc.	144,820.35
Lumbermen's Mutual Casualty Co.	130,845.32
Gum Laboratories, Inc.	129,186.30
Formfit Company	118,752.47
Rensie Watch Company	117,176.00
Clipper Craft Clothes (formerly Trimount Clothing Co.)	112,596.00
General Foods Corp.	108,741.90
Lewis Howe Company	101,688.00
E. J. Brach & Sons	87,884.00
U. S. Army Recruiting Service	87,033.76
Delaware Lackawanna & Western Coal Co.	83,768.10
G. N. Coughlan Mfg. Co.	77,649.90
Berkshire Knitting Mills	61,738.24
George W. Luft Co., Inc.	52,029.00
Carey Salt Company	49,866.20
Wilson Sporting Goods Co.	43,423.97
General Motors Corp.	34,924.40
Miss Swank, Inc.	34,544.00
Grove Laboratories, Inc.	32,478.33
American Bird Products, Inc.	26,267.93
Waltham Watch Company	25,012.00
Vick Chemical Company	13,860.00
Hartz Mountain Products	12,676.40
Shipstad & Johnson	10,629.00
Standard Oil Company of N. J.	8,317.50
Wurlitzer Company	7,902.75
Table Products, Inc.	4,788.00
Procter & Gamble Company	4,037.00
Boston Globe	2,600.00
Household Finance Corp.	1,320.00
Ice Capades Revue	120.00
GRAND TOTAL	$20,637,362.80

National Broadcasting Company Gross Monthly Billings Not Available

American Broadcasting Co. Gross Monthly Billings

January	$ 3,868,076
February	3,392,336
March	3,699,248
April	3,224,426
May	3,609,944
June	3,008,970
July	2,823,147
August	2,701,733
September	2,982,867
October	3,593,027
November	3,585,259
December	3,556,933
TOTAL	$40,045,966

Columbia Broadcasting System Gross Monthly Billings

January	$ 5,884,576
February	5,396,202
March	5,884,545
April	5,270,361
May	5,618,030
June	5,400,859
July	5,030,847
August	5,005,100
September	5,296,138
October	5,682,948
November	5,567,630
December	5,687,615
TOTAL	$65,724,851

Mutual Broadcasting System Gross Monthly Billings

January	$ 1,428,094
February	1,385,477
March	1,512,364
April	1,627,183
May	1,579,940
June	1,473,787
July	1,653,068
August	1,702,467
September	1,726,250
October	2,109,371
November	2,154,455
December	2,284,900
TOTAL	$20,637,628

National Broadcasting Company 1945 Agency Gross Billings Not Available

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CALIFORNIA RESEARCH BUREAU
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

C. C. CHAPELLE COMPANY
188 W. Randolph St., Chicago 1, Ill.
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233 Broadway, New York 7, N. Y.
Phone: REctor 2-5640

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Montreal—Drummond Bldg., Frank Lewis, Manager.....Harbour 6448
Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

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Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner..... 96-861
Vancouver—198 W. Hastings St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.; CHWK, Chilliwack, B. C.

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Chicago—20 N. Wacker Drive, Roy McLaughlin, Manager.....Delaware 1900
Hollywood—1440 N. Highland Ave., Amos Baron, Manager.....Hillside 8231
Detroit—Fisher Bldg., Neil Mulhern, Manager.....Trinity 2-7900
San Francisco—155 Montgomery St., Byron Nelson, Manager.....Exbrook 6544
Pittsburgh—1820 Oliver Bldg., Robert Post, Manager.....Atlantic 8129
Stations—*KGO*, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y.; American Pacific Network.

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M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.
Toronto—199 Bay St. .....Adelaide 3248
M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

BERTHA BANNAN

(New England Representative)*

Boston—533 Little Bldg., Bertha Bannon;.....Hubard 4370
Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WDEV, Waterbury, Vt.; WCOU, Lewiston, Maine; WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WSRR, Stamford, Conn.

*Stations represented on a regional basis in New England only.

McGillvra..

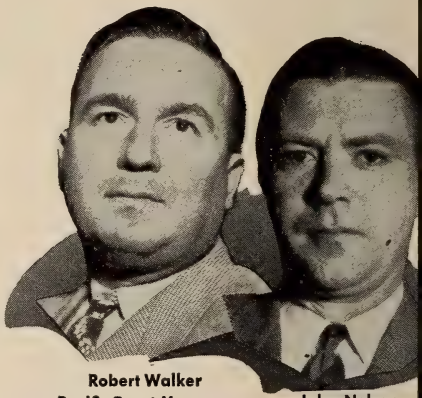
James LeBaron
General Sales Manager

Ray Murphy

Stuart Kelly

Richard Gerken

NEW YORK
366 Madison Avenue
MUrray Hill 2-8755



Willie Kissick
Manager

William Sauerstrom

Walter Beadell

Robert Walker
Pacific Coast Manager

John Nelson

CHICAGO
35 East Wacker Drive
State 5282

LOS ANGELES
403 West Eighth Street
Vandyke 9348

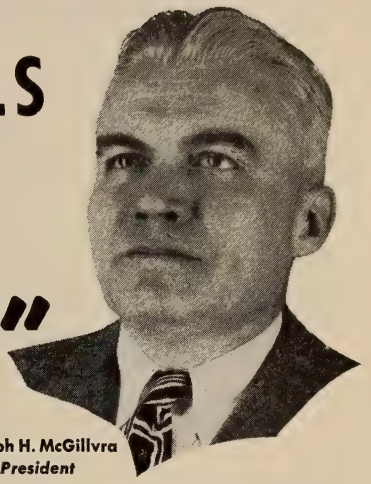
JOSEPH HERSHEY

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 1
35 East Wacker Drive
State 5282

Spells Manpower!

"MANPOWER SPELLS *Results in Spot Radio*"



Joseph H. McGillvra
President

Eli Minton

SAN FRANCISCO
68 Post Street
Sutter 5568

IF you think your market and operation justify a national spot billing of $3,000 a month and up, and if you are not satisfied with your present volume of spot billings, and the way your station is sold—then won't you get in touch with us—Joseph Hershey McGillvra, Inc.?

McGillvra, Inc., is fully staffed with aggressive young men, led by a pioneer of 13 years' experience in station advertising representation. So for results—please contact our office nearest you.

Mc GILLVRA, Inc.

ASSOCIATE MEMBER — NATIONAL ASSOCIATION OF BROADCASTERS

SAN FRANCISCO, 4
68 Post Street
Sutter 5568

LOS ANGELES, 14
403 West Eighth Street
Vandyke 9348

Mc Gillvra... Spells Manpower!

James LeBaron
General Sales Manager

Ray Murphy

Stuart Kelly

Richard Gerken

NEW YORK
366 Madison Avenue
MUrray Hill 2-8755

"MANPOWER SPELLS *Results in Spot Radio*"

Joseph H. McGillvra
President

Willie Kissick
Manager

William Sauerstrom

Walter Beadell

Robert Walker
Pacific Coast Manager

John Nelson

Eli Minton

CHICAGO
35 East Wacker Drive
State 5282

LOS ANGELES
403 West Eighth Street
Vandyke 9348

SAN FRANCISCO
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JOSEPH HERSHEY Mc GILLVRA, Inc.

ASSOCIATE MEMBER — NATIONAL ASSOCIATION OF BROADCASTERS

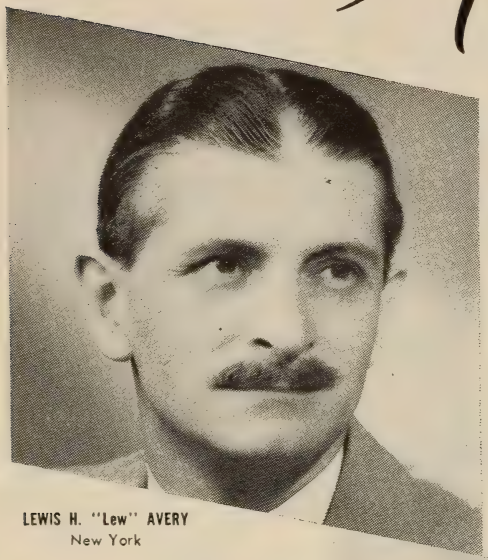
NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 1
35 East Wacker Drive
State 5282

SAN FRANCISCO, 4
68 Post Street
Sutter 5568

LOS ANGELES, 14
403 West Eighth Street
Vandyke 9348

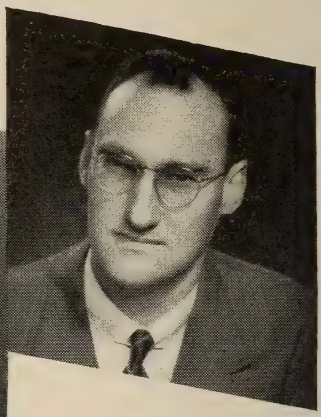
EXPONENTS OF *Aggressive Activity*



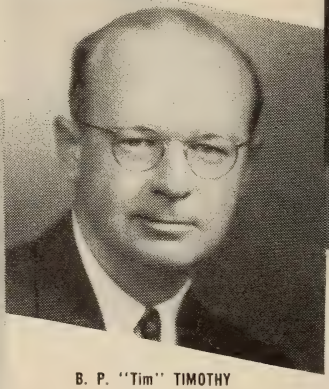
LEWIS H. "Lew" AVERY
New York

...the men
who have formed

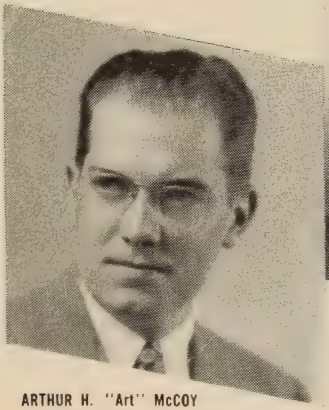
LEWIS H. *Avery* INC.



DAVID H. "Sandy" SANDEBERG
San Francisco



B. P. "Tim" TIMOTHY
Chicago



ARTHUR H. "Art" McCOY
New York

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Calif.
DOuglas 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg. (24).....Richmond 6184
Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, Salesmen.
Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue.....Superior 8659
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Ward Ingrim.
New York City—341 Madison Avenue.....Murray Hill 9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling, E. Schuyler Ensell, Robert Eastman.
Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3584
San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas 3188
St. Louis—350 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 5688
Detroit—1114 Book Bldg., Charles M. Adell.....Randolph 5257
Stations—WFBR, Baltimore, Md.; WNBF, Binghamton, New York; KFYR, Bismark, N. D.; KIDO, Boise, Idaho; WLS, Chicago, Ill.; KFRU, Columbia, Mo.; WBNS, Columbus, O.; KFEL, Denver, Colo.; KIEM, Eureka, Cal.; WMMN, Fairmont, W. Va.; KFRE, Fresno, Cal.; WHP, Harrisburg, Pa.; KTRH, Houston, Tex.; WIBC, Indianapolis, Ind.; WROL, Knoxville, Tenn.; WJAX, Jacksonville, Fla.; KHG, Los Angeles, Cal.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Neb.; WOW, Omaha, Neb.; WDBO, Orlando, Fla.; KOY, Phoenix, Ariz.; KALE, Portland, Oreg.;WMBG, Richmond, Va.; KXOA, Sacramento, Cal.; KXOK, St. Louis, Mo.; KDYL, Salt Lake City, Utah; KFXM, San Bernardino, Cal.; KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; KDB, Santa Barbara, Cal.; WGBI, Scranton, Pa.; KOL, Seattle, Wash.; KGDM, Stockton, Cal.; WFLA, Tampa, Fla.; KXEL, Waterloo, Ia.; WWVA, Wheeling, W. Va.; WHIZ, Zanesville, Ohio; KGMB, Honolulu, Hawaii; Don Lee Broadcasting System (MBS), The Arizona Radio Network.

D. L. BOUFFORD

Toronto—112 Yonge St., 1.....AD. 7468
Stations—CKCH, Hull, Quebec.

THE BRANHAM COMPANY

New York—230 Park Avenue.....Murray Hill 6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; Joseph F. Timlin, Manager of radio department.
Chicago—360 N. Michigan Avenue.....Central 5726
John Petrie, President; E. F. Corcoran, Vice-President; C. B. Peterson, Manager radio department.
Detroit—General Motors Bldg., Harry Anderson.....Trinity 1-0440
Dallas—First National Bank Bldg., J. S. McCauley.....Central 8569
Atlanta—Rhodes Haverty Bldg., J. B. Keough.....Walnut 4851
St. Louis—Arcade Bldg., J. E. Nicholson.....Chestnut 6192
Kansas City—Board of Trade Bldg., G. F. Dillon.....Harrison 1023
San Francisco—5 Third St., George D. Close.....Garfield 6740
Los Angeles—448 S. Hill St., J. H. Hornung.....Michigan 1269
Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Ralls.....Charlotte 8839
Memphis—1018 Sterick Bldg., S. Arnold.....Memphis 8-2344
Stations—KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; (WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington, West Va.;) KFMB, San Diego, Cal.; WMOB, Mobile, Ala.; KWBU, Corpus Christi, Texas.

THE PAN AMERICAN MARKET

Your neighbors throughout the Americas are constantly increasing their purchases of U. S. products.

Wise advertisers are using the great Pan American radio stations to reach this huge buying audience.

Let us tell you how you can get your share of this rich fertile market.

Representatives for radio stations in

Alaska
Argentina
Bolivia
British Guiana
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Haiti
Hawaii
Honduras
Iceland
Venezuela
Nicaragua
Newfoundland
Mexico
Panama
Paraguay
Peru
Puerto Rico
Uruguay

Pan American Broadcasting Co.

330 Madison Avenue New York (17), N. Y.

In Chicago . . . Fred Jones, 228 No. Lasalle St.

In Hollywood . . . Homer Griffith, 6362 Hollywood Blvd.

BROADCAST SALES CO.

New York City—280 Madison Ave., Peggy Stone.....MUrray Hill 5-2940
Chicago—360 N. Michigan Ave., George Roesler.....Randolph 9034
Stations—WINN, Louisville,Ky.; WPAG, Ann Harbor, Mich.; New England Cupboard on WNAC, Boston, Mass.; WJIM, Lansing, Mich.; WMAN, Mansfield, Ohio; WMRN, Marion, Ohio; WMPS, Memphis, Tenn.; KFNF, Shenendoah, Iowa.

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd.....Hollywood 6045
H. C. Brown, In Charge; Helen V. Brown, Office Manager; Sara Beltron, Sales Manager.
Stations—3XY, Melbourne, Australia; Efftee Network, Australia.

BURN-SMITH COMPANY, INC.

Chicago—307 N. Michigan Ave., John Toothill, President.....Central 4437
New York—19 W. 44th St., Robt. S. Keller, Mgr.....MUrray Hill 2-3124
Los Angeles—Chamber of Commerce Bldg., Walter Biddick, Mgr.....Richmond 6184
Stations—KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WTRC, Elkhart, Ind.; KVFD, Fort Dodge, Ia.; WLBJ, Bowling Green, Ky.; WHLN, Harlan, Ky.; WOMI, Owensboro, Ky.; WHAI, Greenfield, Mass.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WCNC, Elizabeth City, N. C.; WGBG, Greensboro, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; WHBC, Canton, Ohio; WMRF, Lewiston, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.; WKPT, Kingsport, Tenn.; KFRO, Longview, Texas; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; KWJJ, Portland, Ore.; WJLS, Beckley, W. Va.; WAIM, Anderson, S. C.; WMRC, Greenville, S. C.; WISE, Asheville, N. C.; WMFR, High Point, N. C.; WLOU (FM), Detroit, Mich.; WCMA, Cornith, Miss.; WNVA, Norton, Va.; WSSV, Petersburg, Va.; WIBU, Madison-Poynette, Wis.; Wisconsin Network.

CANADIAN BROADCASTING CORPORATION

Toronto—354 Jarvis Street.....Midway 5481
E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.
Montreal—1231 St. Catherine Street, West.....Marquette 8021
Omer Renaud, Commercial Manager—Quebec Division.
Stations—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.; CBH, Halifax, N. S.

CAPPER PUBLICATIONS, INC.

Topeka—1035 Topeka Blvd.,.....Topeka 3-2377
Ben Ludy, General Manager; Edna Hann, Ass't; Kathryn Young.
New York City—420 Lexington Avenue.....Mohawk 4-3280
William L. McKee.
Chicago—180 N. Michigan Avenue, Tom L. Greene,.....Central 5977
Kansas City, Mo.—300 Waltower Bldg., Joseph H. Story, Jr.....Victor 3864
San Francisco—1207 Russ Bldg., Pearl Ann Lyon.....Douglas 5220
Stations—KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.

THOMAS F. CLARK CO., INC.

New York—205 East 42nd St.....MUrray Hill 4-6317
Thomas F. Clark, President; Miss Mary Dempsey, Manager; Mrs. E. A. Abernethy, Asst. Manager.
Chicago—35 East Wacker Drive.....Central 1112
C. J. Anderson, Manager.

Stations—WTAL, Tallahassee, Fla.;WMJM, Cordele, Ga.; WLAG, La Grange Ga.; WRLC, Toccoa, Ga.; WCAZ, Carthage, Ill.; WSNJ, Bridgeton, N. J.; WNBZ, Saranac Lake, N. Y.; WMBO, Auburn, N. Y.; WEGO, Concord, N. C.; WJRD, Tuscaloosa, Ala.; KGIW, Alamoosa, Colo.; KUIP, Durango, Colo.; KGEK, Sterling, Colo.; KOCA, Kilgore, Texas; KPLT, Paris, Texas; KIUN, Pecos, Texas; KTNM, Tucumcari, New Mexico.

B. FRANK COOK

(Southeastern Representative)*

Atlanta, Ga.—1104-22 Marietta St. Bldg.....Walnut 1231
Stations—WALB, Albany, Ga.; WFBC, Greenville, S. C.
* Stations represented on a regional basis only.

COX & TANZ

Philadelphia—Drexel Building.....Lombard 1720
E. R. Tanz
New York—A. P. Cox, Executive in Charge, 285 Madison Avenue.....LExington 2-2450
Chicago—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge.....Franklin 2095
Stations—KELD, El Dorado, Ark.; KFFA, Helena, Ark.; WBLJ, Dalton, Ga.; WGNC, Gastonia, N. C.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; WJZM, Clarksville, Tenn.; WHUB, Cookeville, Tenn.; KNEL, Brady, Texas; WCHV, Charlottesville, Va.; WIGM, Medford, Wisc.; WCRW, Chicago, Ill.; KIUL Garden City, Kansas; KSAM, Huntsville, Texas; KGFX, Pierre, S. D.; KRBA, Lufkin, Texas; KHAS, Hastings, Neb.; WPRA, Mayaguez, Puerto Rico.

HARRY E. CUMMINGS

(Southeastern Representative)*

Jacksonville, Fla.—1306 Barnett National Bank Bldg.....Jacksonville 3-0381
Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WDBO, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton, Ohio; WROL, Knoxville, Tenn.
*Stations represented on a regional basis in Southeastern United States only.

DOMINION BROADCASTING CO.

Toronto, Canada—4 Albert Street.....Adelaide 3383
Hal B. Williams, Manager; Don Copeland, Recording Division Manager; Stan Francis, Production.
Stations—CJLS, Yarmouth, N. S.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

FORJOE & COMPANY

New York—19 W. 44th St.,.....VAnderbilt 6-5080
Joseph Bloom, President; Fredric Apt, Sales and Sales promotion.
Chicago—360 N. Michigan Ave., Zang Golobe, Rep.,.....State 5587
Philadelphia—1301 Widener Bldg., Charles Shall, Rep.,.....Rittenhouse 9698
Race 2050
Pittsburgh—Keystone Hotel, Thomas B. Price, Rep.,.....Grant 5200
Hollywood—1223 Highland Ave., Larry Krasner, Rep.,.....Hillside 6038
Stations—WLIB, New York, except New York; WBNX, New York; WSBC, Chicago;WJBK, Detroit, except Chicago; WWSW, Pittsburgh; WDAS, Philadelphia; WORL, Boston, except New York; WMIN, Minneapolis; St. Paul; KEYS, Corpus Christi; KONO, San Antonio; WIBM, Jackson, Mich., except Chicago; WISR, Butler, Pa.; WCOU, Lewiston, Maine; WBRO, Welch, W. Va.; WRRF, Washington, N. C.; WTAW, College Station, Texas; CKNW, Vancouver, New Westminster, Canada.

R. C. FOSTER & COMPANY

(New England Radio Advertising)

Boston—507 Statler Bldg.....Hubbard 3225
Robert C. Foster, Gertrude Saxe, Manager.
Owner (now in U. S. Navy.)

*Stations—WDRC, Hartford, Conn.; WELI, New Haven, Conn.; WNLC, New London, Conn.; WATR, Waterbury, Conn.; WABI, Bangor, Me.; WGAN, Portland, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WLAW, Lawrence, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WMUR, Manchester, N. H.; WNEW, New York, N. Y.; WPEN, Philadelphia, Pa.; WAGM, Presque Isle, Me.; WPRO, Providence, R. I.; WSYB, Rutland, Vt.; WABI, Bangor, Me.; WGAN, Portland, Me.

***Represented on regional accounts only.**

FREE & PETERS, INC.

New York—444 Madison Avenue.....Plaza 5-4130
H. Preston Peters, President; Jones Scovern, Eastern Sales Manager; Frank X. Fitzpatrick, Fred W. Mitchell, Richard M. Allerton, A. J. Barry, Jr., Ewalt M. Blain, C. Terence Clyne.

Chicago—180 N. Michigan Avenue .....Franklin 6373
Russell Woodward, Vice-President; Sherman R. Barnett, Sec.-Treasurer; John A. Cory, Joseph W. Evans, Lloyd Griffin, Ray Neihengen.

Atlanta—322 Palmer Bldg., James M. Wade.....Main 5667

San Francisco—111 Sutter Street, A. Leo Bowman.....Sutter 4353

Hollywood—6331 Hollywood Blvd.....Granite 3615
James L. Free, Chairman; Hal W. Hoag, Manager.

Detroit—645 Griswold St., William W. Bryan.....Cadillac 1880
Stations—WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KMA, Shenandoah, Ia.; WAVE, Louisville, Ky.; WCBM, Baltimore, Md.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; KOB, Albuquerque, N. M.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati, Ohio; KOMA, Oklahoma, City, Okla.; KTUL, Tulsa, Okla.; KOIN, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KIRO, Seattle, Wash.; KRIS, Corpus Christi, Texas; KXYZ, Houston, Texas; KEEW, Brownsville, Texas.

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative)*

Seattle—2939 Fourth Ave., South.....Main 0110

***Stations represented on a regional basis only.**

W. S. GRANT COMPANY

San Francisco—582 Market St., W. S. Grant, General Manager.....Exbrook 6685
W. S. Grant, General Manager; Patria Craig, Secretary.

Los Angele—412 W. 6th St., J. H. Johnston.....Vandick 6341

New York—366 Madison Ave.....MUrray Hill 2-8865
Phil Broderick, Mgr.

Chicago—180 N. Michigan Ave., Frank Back, Manager.....Dearborn 7869
Frank Back, Mgr.
Stations—KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KVCV, Reading, Calif.; KTKC, Visalia, Calif.; KFJI, Klamath Falls, Ore.; KHUB, Watsonville, Calif.; KUEC, San Luis Obispo, Calif.; KPMC, Bakersfield, Calif.; KVOE, Santa Ana, Calif.; KOOS, Coos Bay, Ore.; KBKR, Baker, Ore.; KLBM, La Grande, Ore.; KVAN, Vancouver, Wash.; KCRA, Sacramento, Calif.; KTYW, Yakima, Wash.

HOMER GRIFFITH CO.

Hollywood—6123 Selma Ave. (28) ..... Granite 6113
Homer Griffith, Owner and Manager; Mrs. Homer "Jerie" Griffith, Ass't Manager; Walter Miles, Account Executive; Gladys Macrery, Auditor-Manager.
New York City—330 Madison Ave., John Livingston ..... Murray Hill 2-0811
Chicago—612 N. Michigan Ave., Al Halus ..... Superior 8177
San Francisco—681 Market St., David Williamson ..... Douglas 4475
Seattle—1011 American Bldg., Gil Wellington ..... Elliot 3933

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

New York—45 Rockefeller Plaza, (20) ..... CIrcle 7-0624
Melchor Guzman, President; A. M. Martinez, Vice-President.
Stations—Argentina: LRI, Buenos Aires; LU2, Bahia Blanca; LU8, Barioche; LV2, Cordoba; LU6, Mar Del Plata; LT5, Resistencia; LU12, Rio Gallegos; LU4, Rivadavia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Sante Fe; LV7, Tucaman, Bolivar; CP3-CP2-CP38, La Paz; CP1-CP141, Sucre.
Chile: CA141, Antofagasta; CC117, Conception; CD, Osorno; CD111, Punta Arenas; CD69, Temuco; CA90, Tocopilla; CD132, Valdivia; CB114, Santiago
Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJCZ-HJCX, Bogota; HJER-HJEX, Cali; HJAF-HJAE, Cartagena; HJBB-HJBC, Cucuta; HJFD-HJFB, Manizales; HJDQ-HJDP, Medellin; HJFF-HJFK, Pereira; HJEQ, Palmira.
Costa Rica: TIPG, San Jose.
Cuba: CMQ-COCQ, Havana; CMQ Network; CMJL, Camaguey; CMKJ, Holguin; CMHQ, Santa Clara; CMKU, Santiago; CMAQ, Pinar del Rio.
Dominican Republic: HIZ-HI1Z, C. Trujillo.
Ecuador: HC2AJ-HC2AK, Guayaquil.
Guatemala: TGW-TGWB-TGWC-TGWA, Guatemala City.
Honduras: HRP1, San Pedro Sula; HRN, Teguciagalpa.
Mexico: XEFQ, Cananea; XEBW, Chihuahua; XEBL, Culiacan; XEDR,

"We Know the West— We Sell the West"

THE HOMER GRIFFITH COMPANY is — The Only Representative Organization with headquarters in the West —

The Only Representative Organization with ALL offices manned by men who have lived long in the West — have the West in their blood — Know the diversity of the West — know its topography — its people — its crops — its beauty — its great wealth.

The Only Representative Organization who can honestly, intelligently help you choose your Western Spot Markets with an "I've Been There" attitude.

HOMER GRIFFITH COMPANY

Radio Station Representatives

HOLLYWOOD — SAN FRANCISCO — CHICAGO — NEW YORK

Guaymas; XEFM, Leon; XEDS, Mazatlan; XEZ, Merida; XEQ-DEQQ, Mexico City; XET, Montrrey; XEFW-XETW, Tampico; XETB, Torreon.
Nicaragua: YNOW, Managua; YNPS-YNDS, Managua.
Panama: HOK-HP5K, Colon; HOC-HP5A, Panama City.
Peru: OAX6C-OAX6E, Arequipa; OAX4U-OAK4V-OAX4W, Lima; OAX2A-OAX2B, Trujillo.
Puerto Rico: WKAQ, San Juan; WPRB, Ponce; WPRA, Mayaguez.
Paraguay: ZP3-ZPA3, Asuncion.
El Salvador: YSR, San Salvador.
Uruguay: CX16-CX24, Montivideo; CX43, Rivera; CW31, Salto; CW1, Colonia; CW51, Maldonado; CW53, Melo; CX52, Mercedes; CW39, Paysandu.
Venezuela: YV6RE-YV6RC, Barcelona; YV5RI-YV5RY, Caracas; YV6RA, YV6RU, C. Bolivar; YV7RA-YV7RB, Cumana; YVIRF-YVIRX, Maracaibo; YV2RC, Merida; YV2RN-XV2RV, San Cristobal; YV1RO, Truillo; YV4RA-YV4RO, Valencia.

ARTHUR H. HAGG & ASSOCIATES, INC.

Chicago—360 N. Michigan Avenue.....Central 7553

HEADLEY-REED COMPANY

New York—405 Lexington Ave.....MUrray Hill 3-5470
Frank M. Headley, President; John D. Allison, Vice-President; Pat Sullivan, Frank Hays, Sterling B. Beeson, William B. Faber, L. J. Blumenthal.
Chicago—180 N. Michigan Ave., (1).....Franklin 4686
Dwight S. Reed, Vice-President; Paul R. Weeks, John Wrath.
Detroit—New Center Bldg., (2), B. H. Keit, Vice-President.....Madison 4675
Detroit—2019 Penobscot Bldg., H. V. Barrett.....Randolph 9615
Los Angeles—210 W. 7th St., H. Lindley.....Vandyke 1725
Atlanta—120 Marietta St., N.W., (3), E. W. Sweatman.....Walnut 1636
San Francisco—300 Montgomery St., (4), Ralph W. Mitchell, Vice-President...Yukon 1265
Stations—WSGN, Birmington, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery; WELI, New Haven, Conn; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WDAK, Columbus, Ga.; WROK, Rockford, Ill.; KSO, Des Moines, Ia.; keepsie, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; KILO, Grand Forks, N. D.; WJW, Cleveland, O.; WLOK, Lima, O.; WEMJ, Youngtown, O.; WSAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WAPO, Chattanooga, Tenn.; WSAR, Fall River, Mass.; WMIT-FM Win-, ston,-Salem, N. C.; KJBS, San Francisco, Calif.; WGL, Fort Wayne, Ind.; WCOL, Columbus, Ohio; WPEN, WPEN-FM, Philadelphia, Pa.; WLEE, Richmond, Va.

HOMER HOGAN & CO.

Chicago—410 N. Michigan Ave., Homer Hogan, General Manager.....Whitehall 4488

HAL HOLMAN CO.

Chicago—260 N. Michigan Ave.....State 5262
Hal Holman, Owner.
New York—551 Fifth Avenue.....MUrray Hill 2-7986
Stations—WJBK, Detroit, Mich.; WIBM, Jackson, Mich.

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Avenue (1).....Andover 2636
George P. Hollingbery, Owner; Fred Hague, Frank E. McCarthy, Harry H. Wise, Jr., Salesman.
New York City—420 Lexington Avenue (17).....MUrray Hill 3-9447
F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, Thomas A. Welstead, Knox LaRue, Salesmen.
Atlanta—510 Healey Bldg. (3), M. P. Martin, Manager.....Walnut 3856
J. Gordon Hewell, Salesman.

San Francisco—300 Montgomery St. (4), R. J. Birch, Manager.....Douglas 4393

Los Angeles—607 S. Hill Street (14), J. V. Fisler, Manager.....Van Dyke 7386

Stations—WPDQ, Jacksonville, Fla.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.-Kansas City, Mo.; KOWH, Omaha, Nebr.; WHAM, Rochester, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WARM, Scranton, Pa.; WTMA, Charleston, S. C.; WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KVI, Tacoma, Wash.; WEAU, Eau Claire, Wisc.; Arrowhead Network (WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.); Rebel Network (WJDX, Jackson; WFOR, Hattiesburg; WAML, Laurel, Miss.); WRDW, Augusta, Ga.; WIP, Philadelphia, Pa.; KGBX, Springfield, Mo.; KFBI, Wichita, Kans.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

New York—507 Fifth Ave.....VAnderbilt 6-6075

Walter H. Robinson, Mgr.; Malcolm P. Furman, Ass't Mgr.; Doris Levy, Secretary.

College Stations—University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; Cornell University, Ithaca, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Princeton University, Princeton, N. J.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Stephens College, Columbia, Mo.; Bryn Mawr College, Bryn Mawr, Pa.; Bucknell University; Swarthmore Network, Swarthmore College; Union College; Wellesley College; St. Lawrence University; Mary Washington College

THE KATZ AGENCY, INC.

New York City—500 Fifth Avenue.....WIsconsin 7-8620

G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, Vice-President; S. R. Rintoul, M. S. Kellner, D. H. Denenholz, M. J. Flynn, H. R. Goldberg, Martin Beck, T. E. Kruglak, W. S. Wright, S. A. Machcinski, H. J. Grenthot R. H. Salk.

Chicago—307 N. Michigan Avenue.....Central 4006

G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib, Mrs. V. Greisen, W. W. Joyce.

Detroit—General Motors Bldg.....Trinity 2-7685

Ralph Bateman, Manager; F. J. Barron.

Kansas City—Bryant Bldg.....Victor 7095

Atlanta—22 Marietta Street Bldg.....Walnut 4795

Fred M. Bell, Manager, Charles Coleman.

Dallas—Republic Bank Bldg., Frank Brimm.....Central 7936

Los Angeles—530 W. 6th Street, S. J. Reulman, Mgr.,.....Tucker 3219

San Francisco—Monadnock Bldg., Richard S. Railton, Manager.....Sutter 7434

Richard S. Railton, Manager.

Stations—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WWL,New Orleans, La.; WFEA, Manchester, N. H.; KGHL, Billings, Mont.; WKRC, Cincinnati, Ohio; WWNC, Ashville, N. C.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; WSIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WISN, Milwaukee, Wisc.; WOL, Washington, D. C.; WHOM, New York, N. Y.; WCOP, Boston, Mass.; WFCI, Providence, R. I.

JOHN KEATING

Portland, Ore.—814 Studio Bldg. (5), Lee P. Bishop,.....Beacon 4107
Seattle—318 Douglas Bldg., (1).....Elliott 3300
James McLoughlin, Manager.
Stations—KRLC, Lewiston, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KOOS, Coose Bay, Ore.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centrala, Wash.; KRKO, Everette, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KTYW, Yakima, Wash.; KOL, Seattle, Wash.; KHQ, Spokane, Wash.; KALE, Portland, Ore.; KONP, Port Angeles, Wash.; KVAN, Vancouver, Wash.; KIEM, Eureka, Calif.; KPKW, Pasco, Wash. ...

JOSEPH HERSHEY McGILLVRA, INC.

New York—366 Madison Avenue (17).....MUrray Hill 2-8755
Joseph H. McGillvra, President; James LeBaron, V. P.-General Manager; Ray T. Murphy, Richard H. Gerkin.
Chicago—35 East Wacker Drive (1).....State 5282
Willie Kissick, Manager; William Sauerstrom.
Los Angeles—403 W. 8th St.,.....Vandyke 9348
Robert W. Walker, Manager; John A. Nelson.
San Francisco—68 Post St., Eli C. Minton, Manager.....Sutter 5568
Stations—KLX, Oakland, Calif.; KVOD, Denver, Colo.; WBRY, Waterbury, Conn.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WLAV, Grand Rapids, Mich.; WSAY, Rochester, N. Y.; KOME, Tulsa, Okla.; KPAC, Port Arthur, Texas; KVNU, Logan, Utah; KEUB, Price, Utah; KOVO, Provo, Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.; KFIO, Spokane, Wash.; KNOE, Monroe, La.; KID, Idaho Falls, Idaho; KGHF, Pueblo, Colo.; KSUB, Cedar City, Utah; WCED, DuBois, Pa.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; KPAG, Laredo, Texas; KGER, Long Beach, Calif.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WWPG, Palm Beach, Fla.; WPAT, Paterson, N. J.; WMFF, Plattsburg, N. Y.; WSAP, Portsmouth, Va.; KNAK, Salt Lake City, Utah; KMAC, San Antonio, Texas; XERB, San Diego, Calif.; WTTM, Trenton, N. J.; WPIK, Washington, D. C.; WRRN, Warren, Ohio; WILM, Wilmington, Del.; CJCJ, Calgary, Alta.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CHOV, Pembrooke, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CHLP, Montreal, Que.; CHNC, New Carlisle, Que.; CJCH, Halifax, N. S.; CFBR, Brockville, Ont.; CFCO, Chatham, Ont.; CJIC, Sault Ste. Marie, Ont.; KNX, Wingham, Ont.; CKSF, Cornwall, Ont.; CKTB, St. Catharines, Ont.

J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza, Hugh Boice, Jr.....CIrcle 7-1178
Chicago—400 N. Michigan Avenue.....Superior 9866
San Francisco—681 Market St., R. J. Bidwell, Co.,.....Garfield 5512
Stations—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza.....CIrcle 7-8300
James V. McConnell, National Manager; W. O. Tilenius, W. C. Roux, Asisstant Managers.
Boston—Hotel Bradford, 5E. Kettell.....Hancock 4261
Cleveland—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942
Chicago—Merchandise Mart .....Superior 8300
Oliver Morton, Manager.

Denver—1625 California Street, James R. MacPherson.....Main 6211
Hollywood—Sunset & Vine, Robert E. Howard.....Hollywood 6161
San Francisco—Taylor & O'Farrell Sts., C. Nielson.....Sutter 1920
Washington, D. C.—Trans-Lux Bldg., Mahlon Glascock.....Republic 5400
Stations—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAF, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Phildelphia, Pa.; KDKA, Pittsburgh, Pa.

NATIONAL BROADCAST SALES

Toronto—25 King Street, West.....ELgin 1165
R. E. McGuire, Toronto Office Manager.
Montreal—660 St. Catherines St., West.....Harbour 3051
R. A. Leslie, Manager.
Stations—CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CKWS, Kingston, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CFPA, Port Arthur, Ont.; CKTB, St. Catharines, Ont.

NEW ENGLAND RADIO ADVERTISING COMPANY

Boston—507 Statler Building.....Hubbard 3225
R. C. Foster, Executive in Charge; Gertrude Saxe, Manager.
Stations—WDRC, Hartford; WELI, New Haven; WPRO, Providence; WSAR, Fall River; WHAI, Greenfield; WOCB, Cape Cod; WNBH, New Bedford; WBRK, Pittsfield; WESX, Salem; WMAS, Springfield; WABI, Bangor; WCOU, Lewiston; WGAN, Portland; WAGM, Presque Isle; WMUR, Manchester; WSYB, Rutland; WNEW, New York; WOV, New York; WSNY, Schenectady.

NORTHERN BROADCAST SALES

Toronto—Bank of Commerce Bldg.....Elgin 1165
R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.
Montreal—310 Keefer Bldg.....HArbour 3051
Roy Hoff, Manager.
Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).

NORTHWEST RADIO ADVERTISING CO.

Seattle—American Bldg. .....Elliot 5488
Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.
Stations—KINY, Juneau, Alaska; KTKN, Ketchikan., Alaska.

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York City—330 Madison Avenue, (17), E. Bernald, Manager.....MUrray Hill 2-0811
Chicago—228 North La Salle St., F. R. Jones, Manager.....State 5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley.....Prospect 2922
Hollywood—6362 Hollywood Blvd., H. O. Griffith.....Granite 1726
San Francisco—168 Market St., S. P. LaDue.....Douglas 4475
Seattle—White Bldg., Hal Pearce.....Main 6626
Stations—KFQD, Anchorage; Red Argentina De Emisoras Splendid, CIA. Broadcasting De La Patagonia, ZFY, British Guiana; La Cooperativa Vitalicia, Chile; Barranquilla, Emisoras Unidas; Barranquilla, La Voz De La Patria; Bucaramanga, Radio Santander; Bogota: La Voz De La Victor, Radio Mundial; Cali: La Voz Del Valle, Radio Cali, Radio Pacifico; Medellin: La Voz De Antioquia; Pereira: La Voz De Pereira; San Jose: La Voz De La Victor, La Voz De La Democracia; Guantanamo: CMKS; Havana: CMQ Network; HIN-HIIN, Ciudad Trujillo; Radio Comercial, Quito; YSO-YSN, San Salvador; TGW, Guatemala; HHW-HH3W-HHBM, Port-au-Prince; HRN Tegucigalpa; Rikisutvarpid, Reykjavik; YNDS-YNPS-YNDG, Managua; VONF-H-G, St John's; Radio Mil Network, Mexico; HP5J-6J, Panama City; ZP9, Asuncion; Cia Peruana De Radiodifusion: WKAQ-WIAC, San Juan; WPAB, Ponce; WPRA, Mayaguez; El Espectador, Uraguay; Radio Caracas, Radiodifusora Ven., Caracas; Ecos Del Zulia, Radio Popular, Maracaibo; La Voz Del Tachira, San Cristobal.

JOHN E. PEARSON COMPANY

Chicago—360 N. Michigan Avenue.....FRanklin 2359
John E. Pearson, Owner; Kay Fisher, Sales; James F. Brown, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.

New York—250 Park Ave.....PLaza 8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.

Kansas City, Mo.—Dierks Bldg., Owen H. Balch, Manager.....Grand 2144
Christine Mitchell, Secretary.
Stations—WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WLOL, St. Paul, Minn.; WIND, Chicago, Ill.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KATE, Albert Lea-Austin, Minn.; KYSM, Mankato, Minn.; KFVS, Cape Giradeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSBP, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KCMO, Kansas City, Mo.; KWNO, Winona, Minn.; KWOC, Poplar Bluff, Mo.; WINK, Ft. Myers, Fla.; WTSP, St. Petersburg-Tampa, Fla.; KVGB, Great Bend, Kan.; KWLM, Willmar, Minn.; WOV, New York, N. Y.; WCMI, Ashland, Ky.; KFDA, Amarillo, Texas; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; Southern Minnesota Radio Network; West Texas Network (KRBC-KBST-KGKL); Florida West Coast Group (WTSP-WLAK-WSPB-WINK).

JOHN H. PERRY ASSOCIATES

New York—310 East 45th St., (17).....MUrray Hill 4-1647
William K. Dorman, Manager; W. T. Kelly, J. F. Neal.

Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager.....Harrison 8085

Detroit—7338 Woodward Avenue, J. J. Higgins, Manager.....Madison 0790

Atlanta—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager.....Walnut 1334

Philadelphia—12 South 12th St., Robert Hitchings, Manager.....Walnut 3555
Stations—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.

EDWARD PETRY & COMPANY, INC.

New York City—17 East 42nd Street.....MUrray Hill 2-4400
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett, George Klayer, Norman R. Prouty.

Chicago—400 N. Michigan Avenue.....Delaware 8600
Edward Voynow, Vice-President; John Ashenhurst, Louis A. Smith, James L. Thompson, Irvin Gross, Buell Herman.

Detroit—General Motors Bldg.....Madison 1035
William Cartwright.

San Francisco—Russ Bldg., Earle H. Smith.....Garfield 4082

Los Angeles—601 W. 5th Street, Chester Matson.....Michigan 8729

St. Louis—Shell Bldg., George Kercher.....Chestnut 7191
Stations—KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KOIL, Omaha, Neb.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.; WHTD, Hartford, Conn.; Northwest Network.

RALPH L. POWER

(Australian Representative)

Los Angeles—767 Castelar (12), Eugene Parker.....Mutual 5277
210 W. 7th St. (14), R. L. Power.....Madison 4221
Station—Representation of stations in Australia, New Zealand and South Africa.

RADIO ADVERTISING CO.

New York—521 Fifth Avenue (17).....MUrray Hill 2-2170-1
Louis J. F. Moore, Manager.
Chicago—333 N. Michigan Avenue (1).....Central 1742-3
R. L. Swats, Jr., Manager.
Detroit—28 W. Adams Ave. (26), Robert Rains, Mgr.....Cherry 8321
San Francisco—Russ Bldg. (4), L. Ray Rhodes, Manager.....Exbrook 2093
Los Angeles—707 South Hill St. (14), J. Leslie Fox.....Van Dyke 1901
Stations—KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.; KROW, Oakland, Calif.; WHBL, Sheboygan, Wis.

RADIO CENTRE LIMITED

Toronto—64 Wellington St., West.....WAverly 2036
D. Spencer Grow, Manager.

RADIO REPRESENTATIVES, LTD.

Toronto—4 Albert Street.....WAverly 6151
J. Slatter, General Manager.
Montreal—337 Dominion Square Bldg., W. Dippie, Mgr.....HArbour 7811
Stations—CFCN, Calgary, Alta.; CJCJ, Calgary, Alta.; CFRN, Edmonton, Alta.; CKNW, New Westminister, B. C.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CKCV, Quebec City, Que.; CFQC, Saskatoon, Sask.; CJSO, Sorel, P. Q.; CHUM, Toronto, Ont. (Montreal Only).

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York—485 Madison Avenue.....Wickersham 2-2000
J. L. Van Volkenburg, General Sales Manager; Herbert A. Carlborg, Eastern Sales Manager; E. J. Heerdt, Jr., Sales Service Manager; Richard F. Hess, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Manager Clearance Dept.; G. R. Dunham, Jr., A. H. Flaten, Don Miller, Roy F. Shults, Gordon Owen.

Chicago—410 N. Michigan Avenue.....Whitehall 6000
W. S. Edwards, Western Sales Manager; Ted McLoney, J. M. Ward, Wm. Parker, Ted Swift, Charles Compton.

Atlanta—101 Marietta St. Bldg.....Jackson 5960
H. H. Holtshouser, Sales Manager.

St. Louis—Mart Bldg., Carter Ringlep, Sales Manager.....Central 8240

San Francisco—Palace Hotel.....Yukon 1700
Jack Brumbach, Sales Manager for Northern California & the Northwest.

Los Angeles—Columbia Square.....Hollywood 1212
Meredith Pratt, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave.....Andover 5566
William G. Rambeau, Owner; Mary S. Rudd, Mary Moore.

New York City—Chanin Bldg.....LExington 2-1820
William M. Wilson, Manager; Robt. L. Brockman, Dorothy P. Phillips,

Los Angeles—5833 Fernwood Ave., Fred L. Allen, Manager.....Granite 3636
Stations—KTKC, Visalia, Calif.; KSAN, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, Iowa; WDSM, Duluth-Superior, Minn.; WDGY, Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WRAW, Reading, Pa.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.; KFWB, Los Angeles, Calif.; WCLO, Janesville, Wisc.; KBIZ, Ottumwa, Ia.; WNBH, New Bedford, Mass.; WOCB, Cape Cod, Mass.; Iowa Tall Corn Network; KROS, Clinton, Ia.; KDTH, Dubuque, Ia.; KVFD, Fort Dodge, Ia.; FFJB, Marshalltown, Ia.; KTRI, Sioux City, Ia.; KICD, Spenser, Ia.; WKBV, Richmond, Ind.; WJAS, Pittsburgh, Pa.; WHJB, Greenburg, Pa.; WNHC, New Haven, Conn.; KFBC, Cheyenne, Wyo.; KWBR, Oakland, Calif.; WAGC, Chattanooga, Tenn.; KLUF, Galveston, Texas; WGRM, Greenwood, Miss.; WJXN, Jackson, Miss.; WMIS, Natchez, Miss.; WJBW, New Orleans, La.; WORD, Spartanburg, S. C.

PAUL H. RAYMER COMPANY

Chicago—435 N. Michigan Avenue (11).....Superior 4473
Paul H. Raymer, Richard F. Kopf, Garfield C. Packard, M. R. Tennerstedt.

New York—366 Madison Avenue (17).....MUrray Hill 2-8689
Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Charles A. Hammarstrom.

Detroit—28 W. Adams St. (26), Robert B. Rains.....Cherry 8321

San Francisco—Russ Bldg. (4)fi L. Ray Rhodes.....Exbrook 2093

Los Angeles—707 South Hill St. (14), J. Leslie Fox.....Vandike 1901
Stations—WBRC, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL, Wilmington, Del.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Texas; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group; WINS, New York, N. Y.; WCAU, Philadelphia, Pa. (Pacific); KFAB, Omaha, Neb.

REGIONAL RADIO SALES COMPANY

Chicago—360 N. Michigan Avenue.....Central 6595
George Clifford, Partner.

Milwaukee—231 W. Wisconsin.....Br. 2579
Myles H. Johns, Sr., Partner; Winifred Land, assistant to Mr. Johns.
Stations—WRJN, Racine, Wisc.; WIGM, Medford, Wisc.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.

VIRGIL REITER & CO.

Chicago—400 N. Michigan Ave. (11).....Superior 5072
Virgil Reiter, Jr., Owner.
Station—WCAU, Philadelphia, Pa.

SEARS & AYER, INC.

Chicago—612 N. Michigan Ave.....Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.

New York City—295 Madison Ave.....LExington 2-0772
P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.

Kansas City—15 W. 10th St., Wm. Temple, Mgr.....Victor 0021

Hollywood—6123 Selma Ave., Homer Griffith, Mgr.....Granite 6113

San Francisco—681 Market St., Edith Olson.....Douglas 4475

Portland—Studio Bldg. (5), James McLoughlin, Mgr.....Beacon 4107

Seattle—318 Douglas Bldg., R. G. Chastain, Mgr.....Elliot 3300
Stations—WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WLAY, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WTMV, East St. Louis, Ill.; KORN, Fremont, Nebr.; KGFW, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; KWFC, Hot Springs, Ark.; WJBC, Bloomington, Ill.; WROX, Clarksdale, Miss.; WELO, Tupelo, Miss.; KTTS, Springfield, Mo.; WMOX, Meridian, Miss.; WJPR, Greenville, Miss.; WOSH, Oshkosh, Wis.; WRJN, Racine, Wis.; WCOR, San Antonio, Texas; KONP, Port Angeles, Wash.; KHBG, Okmulgee, Okla.

HORACE N. STOVIN AND COMPANY

Toronto—1402 Victory Bldg.....Adelaide 9184
H. N. Stovin, A. A. McDermott, J. R. Pearcey, J. R. Knox.

Montreal—608 Keefer Bldg., R. F. Bowden, Mgr.....Plateau 8749

Winnipeg—c/o Radio Station CKY, 608 Manitoba Telephone System Bldg..Winnipeg 92-191
A. J. Messner, Mgr.; F. Ward, S. L. Irwin.
Stations—CJCH, Halifax, N. S.; CHSJ, Saint John, N. B.; CKCW, Moncton, N. B.; CJEM, Edmundston, N. B.; CJBR, Rimouski, Quebec; CKSF, Cornwall, Ont.; CFBR, Brockville, Ont.; CHOV, Pembroke, Ont.; CFOR, Orillia, Ont.; CFPL, London, Ont. (Montreal & Winnipeg only); CHML, Hamilton, Ont. (Montreal & Winnipeg only); CKLW, Windsor, Ont.; CFOS, Owen Sound, Ont.; CJRL, Kenora, Ont.; CKY, Winnipeg, Man.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CJGX, Yorkton, Sask.; CKLN, Nelson, B. C.; CJOR, Vancouver, B. C.; CFPR, Prince Rupert, B. C.

TAYLOR—HOWE—SNOWDEN RADIO SALES

Amarillo, Texas—Radio Building.....Amarillo 4242
Alex Keese, General Manager; O. L. Ted Taylor, Exec. Partner; Gene Howe, T. E. Snowden, Partners.

Chicago—360 North Michigan (1), Tom Peterson, Mgr.....State 5260

Dallas—806 Tower Petroleum Bldg., C. Melville, Mgr.....Riverside 5663

New York City—19 W. 44th St., Jack Keasler, Mgr.....MU 2-2485

San Francisco—681 Markt St. (28), David Williamson, Mgr.....Douglas 4475

Hollywood—6362 Hollywood Blvd. (28), Homer Griffith, Mgr.....Granite 6113

Seattle—1011 American Bldg., Gilbert Wellington, Mgr.....Elliott 3933

Stations—KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; KTOK, Oklahoma City, Okla.; The Oklahoma Network; KTBC, Austin, Texas; KOME, Tulsa, Okla.; KGFF, Shawnee, Okla.; KADA, Ada, Okla.; KCRC, Enid, Okla.; KBIX, Muskogee, Okla.; KVSO, Ardmore, Okla.; KGGM, Albuquerque, N. M.; KVSF, Santa Fe, N. M.

WILLIAM M. TEMPLE

Kansas City, Mo.—15 W. Tenth Street.....Victory 0021

ADVERTISING TIME SALES CO.

Dallas—507 Texas Bank Bldg., Irl W. Brown, Manager.....Central 9026

New York—60 East 42nd St., Lowell W. Brown, Manager.....MUrray Hill 6-1788

Chicago—360 N. Michigan Ave., John Alexander, Manager.....Franklin 5241

St. Louis—915 Olive St., Fred J. Wright, Manager.....Chestnut 1965

San Francisco—155 Sansome St., R. J. Birch, Manager.....Davenport 4164

EDWARD S. TOWNSEND COMPANY

San Francisco—Russ Bldg., Edward S. Townsend, Owner.....Exbrook 2164

Station—WOR, New York, N. Y.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Philip P. Allen, General Manager.....Lynchburg 3032
Katherine Gleason, Traffic; J. P. Read, Jr., Auditor.

Stations—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative)*

New York City—152 W. 42nd St., J. Franklyn Viola, President.....CHickering 4-3254

***Stations represented for the broadcasting and producing of foreign language programs only.**

THE WALKER COMPANY

New York—551 Fifth Avenue.....MUrray Hill 2-7986-7
J. Wythe Walker, C. Otis Rawalt, Frederic E. Lake.

Chicago—360 North Michigan Ave., Hal Holman.....State 5262

Kansas City, Mo.—15 W. 10th St., Wm. Temple.....Victory 0021

Los Angeles—568 Chamber of Commerce Bldg., Walter Biddick.....Richmond 6184

Stations—KGIR, Butte, Mont.; WJAG, Norfolk, Nebr.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; KOTA, Rapid City, S. D.; Z-Bar Net; WOLF, Syracuse, N. Y.; WBRK, Pittsfield, Mass.; WAIR, Winston-Salem, N. C.; WLBC, Muncie, Ind.; KOCY, Oklahoma City, Okla.; KGBS, Harlingen, Texas; KXL, Portland, Ore.; KFBY, Spokane, Wash.; The Tobacco Network, North Carolina; WSAY, Rochester, N. Y.; WHED, Portsmouth, N. H.; KGHI, Little Rock, Ark.; WSLB, Ogdensburg, N. Y.; KFPW, Fort Smith, Ark.; Pacific Northwest Broadcasters.

WAXELBAUM ADVERTISING CO.

New York—10 East 43rd St. (17).....MUrray Hill 2-7398
Benjamin Waxelbaum, Owner; Rita Klatzer, Office Manager; Louis Rosen, Acct. Executive.

Stations—WHOM, WBNX, WBYN, WEVD, New York, N. Y.

WEED & CO.

New York—350 Madison Avenue.....VAnderbilt 6-4542
Joseph J. Weed, President; Norman V. Farrell, Paul Frank, Peter A. McGurk, Fred E. Wester, Edward B. Couglin, Edwin J. Fitzsimmons, Salesmen.

Detroit—Book Bldg., Wm. J. Reilly, Manager.....Randolph 5382

Chicago—203 N. Wabash Avenue.....Randolph 7730
C. C. Weed, Vice-President.

Boston—Statler Bldg., Dana Baird, Manager.....Hubbard 5677

Hollywood—6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....Hillside 8611

San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....Yukon 1899

Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WHOT, South Bend, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville, Kan.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WAKR, Akron, O.; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WERC, Erie, Pa.; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WDEF, Chattanooga, Tenn.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; Marjorie Mills Hour; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; KNOW, Austin, Texas; KTHT, Houston, Texas; KABC, San Antonio, Texas; WACO, Waco, Texas; WKWK, Wheeling,

W. Va.; KPAS, Los Angeles, Calif.; KTFI, Twin Falls, Idaho; WLAW, Lawrence, Mass.; KGVO, Missoula, Mont.; WMUR, Manchester, N. H.; WMSA, Massena, N. Y.; WHGB, Harrisburg, Pa.; WKST, New Castle, Pa.; KQV, Pittsburgh, Pa.; WKIX, Columbia, S. C.; WSVA, Harrisonburg, Va.; Sunshine Trio (Florida); Universal Broadcasting Co. (Coast); CFJC, Kamloops, B. C.; CKEY, Toronto, Ont.

HOWARD H. WILSON COMPANY

Chicago—75 East Wacker Drive.....Central 8744
S. M. Aston, George E. Halleman, George E. Wilson.

New York—551 Fifth Ave.....MUrray Hill 6-1230
W. S. Clark, Edward Devney.

Hollywood—6362 Hollywood Blvd., Homer O. Griffith.....Granite 6113

San Francisco—681 Market St., D. Williamson.....Garfield 5512

Seattle—American Bldg., G. Wellington.

Stations—WCOV, Montgomery, Ala.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; WDNC, Durham, N. C.; WPIC, Sharon, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; KROD, El Paso, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WAIT, Chicago, Ill.; WHCU, Ithaca, N. Y.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; WKMO, Kokomo, Ind.; WCOS, Columbia, S. C.; KAVE, Carlsbad, N. M.; KUJ, Walla Walla, Wash.; WMPS. Memphis, Tenn.; KXRO, Aberdeen, Wash.; WKBB, Dubuque, Iowa; KTYW, Yakima, Wash.; WWSR, St. Albans, Vt.; WHKY, Hickory, N. C.; CFCN. Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

HELEN WOOD

New York—39 E. 63rd St.....REgent 7-1154
Helen Wood, Manager; Lionel E. Colton, Account Executive; Peggy Sands, Office Manager.

Stations—WSRR, Stamford, Conn.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; Connecticut State Network; WATM, Watertown, N. Y.; KCRA, Sacramento, Calif.; WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

ADAM J. YOUNG, JR., INC.

New York—11 West 42nd Street.....LOngacre 3-1926
Adam J. Young, Jr., President; Paul S. Wilson, Thomas F. Malone.

Chicago—55 E. Washington Street.....Andover 5448
Robert S. Russell, Manager.

Los Angeles—448 S. Hill St., Forrest C. Pearson.....Michigan 1921

San Francisco—627 Mills Bldg., Duncan A. Scott.....Sutter 1393

Stations—CKLW, Detroit, Mich.; CKX, Brandon, Man., Canada; CHML, Hamilton, Ont.; CJAD, Montreal, Que.; CKAC, Montreal, Que.; CFRB, Toronto, Ont.; CHUM, Toronto, Ont.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.; KLO, Ogden, Utah; KALL, Salt Lake City, Intermountain Network; KICA, Clovis, N. M.; KYA, San Francisco, Calif.; WABI, Bangor, Me.; WFPG, Atlantic City, N. J.; WHB, Kansas City, Kansas State Network; WHDH, Boston, Mass.; WIBG, Philadelphia, Pa.; WQXR, New York, N. Y.; CFAR, Flin Flon, Man.; CFOR, Orillia, Ont.; CFOS, Owen Sound, Ont.; CHLT, Sherbrooke, Que.; CHOV, Pembroke, Ont.; CHRC, Quebec, Que.; CHSJ, St. John, N. B.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CJFX, Antigonish, N. S.; CJRL, Kenora, Ont.; CKFI, Fort Frances, Ont.; CKLN, Nelson, B. C.

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Foremost because it offers most—

24 hours a day, from coast to coast, at high speed, over wires carrying radio news only, United Press brings broadcasters in every one of the 48 states—

26 news roundups a day, punctuating a steady flow of datelined dispatches . . .

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24 special features. Seventeen of them are daily, including four on sports . . .

3000 words a day of spot sports bulletins—enough to make two 15-minute newscasts in addition to the four features.

United Press has more radio news clients than all other services combined. Because it offers more than any other service.

NEWS SERVICES

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New York—235 East 45th Street.....MUrray Hill 2-0131

Executives

General Manager.....Seymour Berkison
Editor-In-Chief .....Barry Faris
Business Manager.....William B. Goode
Sales Manager.....Frank J. Nicht

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....CIrcle 7-7363

Executives

General Manager.....William J. McCambridge
Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Reuters

New York—50 Rockefeller Plaza.....CIrcle 6-3960

Executives

Manager.....D. Kimpton Rogers
News Editor.....Stanley Burch
Secretary of Accountants.....Sally Ojala
Chief Washington Correspondent.....Paul Scottrankine
Senior Editor—Washington.....William Hardcastle

Transradio Press Service, Inc.

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

Chairman of the Board.....Herbert Moore
President .....Dixon Stewart

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President .....Hugh Baillie
Vice-President & General Business Manager.. E. M. Williams
Radio News Manager.....Phil Newsom
Sales Manager.....Jack Bisco
Asst. Sales Manager.....Leroy Keller

Showmanship in Advertising

Among the many important accounts of Buchanan & Company, Inc., the following are listed for their important place in, and their relationship to, these major mediums of entertainment.

RADIO

Adam Hats

The Eskimo Pie Corporation

Teen-timers, Inc.

The Texas Company

The Welch Grape Juice Company

MOTION PICTURES

G.C.F. (General Cinema Finance)

International Pictures, Inc.

Paramount Pictures Inc.

PRC Pictures, Inc.

United Artists Corporation

TELEVISION

Allen B. Du Mont Laboratories, Inc.

★

BUCHANAN & COMPANY, Inc.

Advertising

1501 BROADWAY, NEW YORK 18, N. Y.

CHICAGO • SAN FRANCISCO • LOS ANGELES • BEVERLY HILLS

ADVERTISING ☆ AGENCIES ☆

Listing includes agencies placing network and important spot business during 1945 and those handling larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . *American Association of Advertising Agencies*
ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
FAAG . . . *First Advertising Agency Group*
NOAB . . . *National Outdoor Advertising Bureau*
OAAA . . . *Outdoor Advertising Association of America, Inc.*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advt. Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

AD MASTERS ADV., INC.
519 11th St., N.W., Washington 4, D. C.
Phone District 0551
President.....John E. Waterfield
Treasurer.....Edmund S. Goss
Radio Account Placed—WINX, Washington, D. C.

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ADVERTISING, INC.
1523-29 Central National Bank Bldg., Richmond, Va.
Phone 32800 & 32809
ANPA—SNPA—APA—FAAG
President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers
Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, Sydnor & Hundley, Inc.

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ADVERTISERS BROADCASTING CO., INC.
117 West 46th St., New York 19, N. Y.
Phone BRyant 9-1176
Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff
Radio Accounts Placed—Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Diamond Crystal Sale, Sanka Coffee, Baker's Cocoa, Yuban Coffee); Horowitz-Margareten; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Francis H. Leggett & Co. (Premier Food Products); Seeman Bros. (White Rose Tea); Whitehall Pharmacal Co. (Anacin, BiSoDoL, Kolynos Tooth Paste & Powder, New Hair Groom, Hill's Cold Tablets); Boyle-Midway, Inc. (Old English Household Products, Dextra); Best Foods, Inc. (Hecker's Cream Farina, H-O Oats, Hellmann's Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); The Barbasol Co. (Barbasol); Penick & Ford, Ltd., (My-T-Fine Desserts); Ex-Lax, Inc. (Ex-Lax); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); "The 'Junket' Folks" ("Junket" Rennet Products); General Baking Co. (Bond Bread); Florida Citrus Exchange (Florigold Oranges & Grapefruit); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Pea Soup Ingredients); Murine; The Quaker Oats Co. (Quaker Oats); The Procter & Gamble Co. (Spic & Span); Lever Bros. Co. (Spry); United Fruit Co. (Bananas).

THEATRE OF ROMANCE
JUDY CANOVA SHOW
BILL STERN'S COLGATE
SPORT NEWSREEL
TERRY & THE PIRATES
MAN ON THE FARM
MANOR HOUSE PARTY

Sherman & Marquette
INC.
ADVERTISING

CHICAGO *NEW YORK*

HOLLYWOOD

ADVERTISING & SALES COUNCIL, INC.

Winchester, Va.
PPA

President & Time Buyer.....John Freiburg

Account Placed—O'Sullivan Rubber Co., Inc.

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AETNA ADVERTISING AGENCY

1776 Broadway, New York, N. Y.
Phone, CIrcle 7-7510
ABP

Partner.....Lawrence S. Morris
Partner.....Julia Morris

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THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia 2, Pa.
Phone Rittenhouse 7810
AAAA — APA — NOAB — ABP — ANPA
PPA — OAAA

Senior Partner-Time Buyer....H. H. Kynett
Partner .....A. K. Aitkin
Partner .....M. E. Goldman
Radio Director.....D. Langan

Radio Accounts Placed—Stephano Bros.; Phillips Packing Co.; R. M. Hollingshead Corp.

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R. H. ALBER CO.

458 Chamber of Commerce Bldg.,
Los Angeles 15, Calif.
Phone PRospect 3331
ANPA

President.....R. H. Alber
Spot Time Buyer.....Pauline Hagen

Radio Account Placed—Gospel B'casting Assn.

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ALLEN & REYNOLDS

833 Insurance Bldg., Omaha, Nebr.
Phone, Atlantic 4445
AAAA—ANPA—APA—ABP

Partners.....Earl H. Allen, Milton H. Reynolds
Account Executives.....Earl H. Allen, Milton H. Reynolds, Clair Wolfe, Robert Reynolds, Karl M. Joens.
Radio Department.....Harry Walsh, Catherine Harry, Helen Moeller.
Radio Producers.....Harry Walsh, Karl M. Joens.

Radio Accounts Placed—P. F. Petersen Baking Co., George H. Lee Co., Merchants Biscuit Co., Nebraska Consolidated Mills Co., Nebraska Power Co., Byron Reed Co., Hill Hotel, Reeds Ice Cream Co., Pioneer Glass & Paint Co., United States National Bank, Quaker Petrolum Co.

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ALLIED ADVERTISING AGENCIES

167 S. Vermont, Los Angeles 4, Cal.
Phone, Drexel 7331

President.....W. F. Gardner
Vice-President.....A. H. Esary
General Production Mgr.....W. H. Welsh
Time & Space Buyer.....Shirley Peron
Los Angeles Office Mgr.....John T. Bradley

Branch Offices

725 Hearst Bldg., 3rd & Market Sts.
San Francisco, Cal.
Phone, Douglas 7018

1001 Northern Life Tower
Seattle 1, Wash.
Phone, Elliott 0936

Time & Space Buyer.....Florence Hoff

317 American Bank Building
Portland 5, Oregon
Phone, Atwater 1926

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ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-4868
AAAA—PPA—ANPA

President.....T. H. Anderson, Jr.
Vice-President.....H. H. Smith
Secretary-Treasurer.....Lewis G. Van Akin
Media Director.....H. H. Thurlby
Time Buyer.....Corinne Dougherty
Television Director.....Karl Knipe

Branch Office

821 15th St., N.W., Washington, D. C.
Phone NA 7142

Radio Accounts Placed—Alexander Smith & Sons Carpet Co. (National spot), F. Schumacher & Co. (national spot), Dry Dock Savings Institution (local), Dura-Glass Nail Polish (national spot).

Television Account Placed — Alexander Smith & Sons Carpet Co.

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YOU tell us what to say to these 1,500,000 Italo-Americans who listen daily to our programs; we'll deliver your message to them, the way they understand it . . . like it . . . and act on it. We learned how to do it the hard way . . . and now with fourteen years behind us we have the solid experience to offer you the benefit of our successful system.

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Producer — Director — Announcer

PROGRESSIVE RADIO ADVERTISING CO.

260 East 161st Street New York 51, N. Y.

MElrose 5-5522

ANFENGER ADVERTISING AGENCY, INC.

1706 Olive St., St. Louis, Mo.
Phone CHestnut 6380
AAAA—ABP—ANPA—PPA

President.....Enno D. Winnius
Vice-Presidents.....H. Giord Till, George L. Prater, C. W. Aubuchon, W. J. Johnson.
Radio Director.....Vernon L. Morelock
Asst. Radio Directors.....Ray D. Williams, Lynn Westbury Brown
Traffic .....Jean Gose
Television Director.....Vernon L. Morelock

Branch Office

1050 Canal Bldg., New Orleans, La.
Phone Raymond 0845

Manager .....Walter Winius
Asst. Radio Dir.....Ines Masia

Radio Accounts Placed—American Packing Co., Boatmen's National Bank, F. Burkart Mfg. Co., Falls City Brewing Co., Jackson Brewing Co., St. Louis Dairy Council, American Sporting Goods Co., Dazey Corp., Fixaco Co., Lion Oil Co., Seven-Up Bottling Co., Becker-Bischoff Chemical Co., Emerson Electrict Co., Hotel Jeferson, Merit Clothing Co., Meyer Bros. Drug Co., Reardon Co.

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ANIOL & AULD

Transit Tower, San Antonio, Tex.
Phone Fannin 9148
ABP—SNPA—SAAA

President.....Claude B. Aniol

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ARROW ADVERTISING AGENCY

40 E. 49th St., New York, N. Y.
Phone PLaza 5-1140

Radio Director.....Rosetta Valenti
Space Buyer.....Angelo Sava
Copy Chief.....H. D. Kline

Radio Accounts Placed—Nagel Groves, Photo Specialties Co., Raymart Co.

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ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-8795
ABP—ANPA—PPA

President.....J. W. Atherton
Vice-President .....Lester Stone
Secretary.....W. T. Tieman
Treasurer.....H. P. Francis
Time Buyer.....Wm. T. Tieman
Program Director.....J. Dennis Molnar

Branch Office

100 Adelaide St., Toronto, Ont., Canada

Radio Accounts Placed — Cuticura, Humphreys, Eno, North American Dye Corp., Scott's Emulsion, "Brylcreem," Phelps Dodge Refining Corp.

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ATHERTON & GRESHAN

6000 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 7151

Partner.....Al Atherton
Partner.....M. H. Greshan

•

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA — NOAB

President .....James T. Aubrey
Vice-Presidents .....John C. Moore, John J. Finlay.
Radio Time Buyer-Production. John H. North

Radio Accounts Placed — Chicago Solvay Coke Co., International Harvester Co., McIlhenney Co. (Tabasco), McKenzie Milling Co., Old Colony Beverages, Orange-Crush Co., Williamson Candy Co. (Oh Henry), O-Cedar Corp., Wyler & Co.

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N. W. AYER & SON, INC.

West Washington Square Philadelphia 6, Pa.
Phone Lombard 0100
ANPA—PPA—ABP—APA—OAAA

President .....H. A. Batten
Executive Vice-Presidents..Gerold M. Lauck, Clarence L. Jordan

Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-0200

Radio Dept.

Vice-President In Charge of Radio, H. L. McClinton
Manager Radio Dept.....Robert Collins

MR. and MRS.

FITZ-G-HONEY

i.e.

Ed and Pegeen Fitzgerald

Talent .....Marge Kerr
Comm. Copy Director.....Philip A. Young
Business Manager.....T. J. McDermott
Chief Time Buyer.....Clarence G. Cosby
Radio Publicity.....Wauhillau La Hay
Time Buyer.....Paul Kizenberger
Television Director.....Donald N. McClure
Comm. Films Director..G. David Gudebrod
Producers.....Wallace R. Magill, Les Quailey, J. F. Rourke, Charles A. Herbert, Joseph Ripley
Writers .....Dorothy Zimmer, Jean Williams, Jean E. Bouillet, Ted Byron, Jay H. Smolin, Douglas W. Gibson

Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 4970
Vice-President.....E. Craig Greiner

203 Taft Bldg., Hollywood 28, Calif.
Phone Granite 3697
Manager.....Herbert C. Sanford

135 S. LaSalle St., Chicago 3, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock

235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman

2680 Penobscot Bldg., Detroit 26, Mich.
Phone Randolph 3800
Manager.....Thomas Jack Henry

231 Dillingham Bldg., Honolulu 16, Hawaii
Manager.....John S. Coonley

Grosvenor House, Park Lane
London W1, England
Manager .....Mortimer Bryans

Radio Accounts Placed—Atlantic Refining Co., Bell Telephone System, Cliquot Club Co., Goodyear Engineering Corp., Hawaiian Pineapple Co., Dr. Hess & Clark, Illinois Bell Telephone Co., Kerr Chickeries, Michigan Bell Telephone Co., Electric Companies, Charles E. Hires Co., Wyandotte Chemical Co., United Drug Company.

Television Accounts Placed—Atlantic Refining Co.

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BADGER & BROWNING & HERSHEY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-3720
ABP—ANPA—PPA

President.....R. W. Hershey
Chairman of Board.....J. L. Badger
Treasurer.....F. S. Browning
Vice-President.....H. W. Mallinson
Radio Department.....Jack Wilcher, J. D. Knap, Jr., Bruce L. Small, W. D. Edouarde, Marjorie de Mott, Genevieve Schubert, Marie H. Missing.

•

BALDWIN, BOWERS & STRACHAN, INC.

374 Delaware Ave., Buffalo 2, N. Y.
Washington 6854
APB-ANPA-PPA-APA-ABP

President.....William M. Baldwin
Vice President.....Everett L. Bowers
Treasurer.....Kenneth Strachan
Radio Director.....Everett L. Thompson
Radio Producers.....James E. Corbett, Jean Schantz, Joseph Radder, Kay Burkhardt.

Radio Accounts Placed—Maritime Milling Co., Sears Roebuck Co., Iroquois Beverage Corp., Erie Savings & Loan, S. R. Gerber Sausage Co., Sattler's Dept. Store, O'Rourke Baking Co., Kobler & Miller Furniture, Red and White Stores, Hambleton Terminal Corp., General Ice Cream Corp., International Railway Co., Buffalo Industrial Bank, Crystal Beach Co., Inc.

•

BARLOW ADVERTISING AGENCY, INC.

742 James St., Syracuse 2, N. Y.
Phone 3-0131
APA — PPA — ABP

President .....E. S. Barlow
Vice-President .....E. S. Crawford
Vice-President .....H. H. Goodhart
Secretary .....E. C. Watkins
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....Wallace M. Hughes

Radio Accounts Placed—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co., Lincoln National Bank & Trust Co.

•

BARNES CHASE COMPANY

530 Broadwav, San Diego 1, Calif.
Phone Franklin 7771
ABP — ANPA — AAAA — APA — NOAB

Owner.....Norman R. Barnes
Production Manager.....Wm. M. Price
Radio Director.....Ruth F. Almstedt

SUCCESSFUL PROGRAMS

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Charm School of the Air

Judith Andrews—Modern Home Maker

Ida Bailey Allen and the Chef

John Robert Powers—The Powers School of the Air

Live and Transcribed Programs

KAYE-MARTIN PRODUCTIONS, INC.

Tribune Tower
Chicago, Illinois
Superior 0100

36 West 44th Street
New York 19, New York
MUrray Hill 2-8198-9

Branch Office
1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118
Manager.....E. W. Rutledge

•

BARRONS ADVERTISING CO.

903 McGee St., Kansas City, Mo.
Phone HArrison 7730
ABP—ANPA—PPA

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary .....A. W. Durrin
Art Director.....Walter A. Sicking
Account Executives.....Ralph S. Page, Floyd L. Doan

Radio Dept.

Time Buyers.....H. W. Godfrey, Frank H. Little
Production Director.....Floyd L. Doan

Radio Accounts Placed—Dr. W. L. Wilson, Seidlitz Paint & Varnish Co., Diesel Power Engineering School, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., W. B. Duke Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Mid-West Wool Co-op.

•

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone CIrcle 6-9700
AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

President-Treasurer.....Theodore L. Bates
Executive Vice-President & Chrm. of Plant Creative Board .....Joseph R. Busk
Vice President-Secretary..Thomas J. Carnese
Vice President-Director of Media-Asst. Secretary.....Edgar Small
Vice-President.....Thomas F. Harrington
Time & Space Buyers.....Richard Mann, MacDonald Dunbar, R. J. Fiechter.
Assistant Treasurer.....Carlos Justiz
Vice-President & Director of Research..... Clifford Parsells

Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co., Standard Brands, Inc. (Royal Gelatin, Royal Puddings, Royal Baking Powder); Carter Products, Inc.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800

Chairman of Board.....Bruce Barton
President.....Bernard C. Duffy
Vice-Pres.-Treasurer.....F. R. Feland
Executive Vice-President for Western Offices.....John C. Cornelius
V.P.-Director of Radio....Arthur Pryor, Jr.
Asst. Director of Radio.....W. W. Grider
Radio Research.....Theodora Anderson
Radio Promotion-Merchandising..Jack Moore
Radio Time Buying.....Frank Silvernail
Local Radio Manager.....Gertrude Scanlan
Chief Story Editor.....George Kondolf
Radio Talent Buyers.....Katherine Winn, Edwin Marshall
Radio Producers.....David White, Kenneth Webb, Edwin Marshall, Walter Tibbals, Russell Ambruster, Gladys Franklin, Robert La Bour, Chet Gierlach, Josephine Lyons, Ted Long, Ann Bastow, Ira Avery, Lynn Barnard, Henry Klein, Richard Wendelken.
Radio Writers.....Roberta Barrett, Turner Bullock, John Gibbs, John Mole, Charles Newton.
Bus. Mgr.-Radio Dept.....Frank Silvernail
Time Buyers.....Jim Moore, Elenore Scanlan, Eunice C. Dickson, Lucille Vella
Publicity Director.....William P. Maloney
Television Director.....F. A. Long

Branch Offices

1220 Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 0430
Vice President.....Francis W. Hatch

Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915
Vice President.....Stanley P. Irving

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200
Vice President.....R. B. Barton

1515 Terminal Tower Bldg.,
Cleveland 13, Ohio
Phone Prospect 3621
Manager.....E. E. Haring

1912 Book Bldg., Detroit 26, Mich.
Manager.....F. Plummer Whipple

1680 N. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

Ben Pratt

Talent Promotion
Personal Publicity
CIrcle 6-3082

Patsy Campbell
LEx. 2-1100

Amzie Strickland
LEx. 2-1100

Doris Grundy
LEx. 2-1100

Elaine Rost
LEx. 2-1100

NOTE: As of Mar. 1, 1946, current or recent shows follow: *Patsy Campbell*—Big Sister, Second Mrs. Burton, Calling All Girls, Aldrich Family, Armstrong Theater, etc. *Amzie Strickland*—Jones and I, The Fat Man, Real Stories, Ellery Queen, World's Great Novels, Helen Trent, etc. *Doris Grundy*—Archie Andrews, Helen Hayes, Readers' Digest, Dick Tracy, Crime Photographer, True Story, True Detective Mysteries, etc. *Elaine Rost*—Backstage Wife, Front Page Farrell, Right to Happiness, Just Plain Bill, True Story, Gang Busters, etc.

Vice President.....Wayne Tiss
523 W. 6th St., Los Angeles 14, Calif.
Phone Michigan 1354
Vice President.....W. B. Geissinger
Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone Bridgeport 8881
Executive Vice President..John C. Cornelius
Vice President.....H. H. Haupt
Grant Bldg., Pittsburgh 19, Pa.
Phone Grant 8060
Vice President.....Leon D. Hansen
Russ Bldg., San Francisco 4, Calif.
Phone Garfield 1017
Vice President.....Charles H. Ferguson

Radio Accounts Placed—American Steel & Wire Co., Armstrong Cork Co., Boston Edison Co., The Boston Globe, Corning Glass Works, Cream of Wheat Corp., Cresta Blanca Wine Co., Dubonnet Corp., E. I. du Pont de Nemours & Co., Ethyl Corp., First National Bank of Boston, Fort Pitt Brewing Co., Gamble Stores, General Baking Co., General Electric Co., Golden State Co., Ltd., B. F. Goodrich Co., Hart Schaffner & Marx, Hoffman Beverage Co., Household Finance Corp., Lyon Van & Storage, Marine Trust Co. of Buffalo, Minneapolis Brewing Co., Murine Co., Nehi Corp., North American Aviation, Inc., North Star Woolen Mills, Northwest Airlines, Inc., Northwestern Bell Telephone Co., N. Y. Telephone Co., Par-T-Pak, Penick & Ford, Ltd., Reader's Digest Assn., F. & M. Schaefer Brewing Co., E. R. Squibb & Sons, Servel, Inc., Southern New England Telephone Co., Standard Oil Co. of Calif., Tennessee Coal, Iron & R. R. Co., United Fruit Co., William Underwood Co., Wildroot Co., Western Auto Supply Co., Waitt & Bond.

Television Accounts Placed—The William Carter Co., Reader's Digest Assn., Liberty Mutual Ins. Co.

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BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

President .....Nelson Bennett
Vice President.....E. C. Whittemore
Vice-President.....Frederick P. Walther, Jr.
Treasurer.....Royal W. Leith
Secretary-Asst. Treas.....Dorothy Charles

Radio Accounts Placed—Washburn Candy Co., Gum Products Co., Wesco Waterpaints, Inc., Beacon Co.

•

BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone WIckersham 2-0400
AAAA—ANPA—PPA—ABP—NOAB—OAAA

Chairman of Board.....Atherton W. Hobler
President.....Clarence B. Goshorn
Executive Vice-Pres....William R. Baker, Jr.
Secy.-Treas.....Edward R. Beach

Radio Department

Vice-Pres. in Charge of Radio..Walter Craig
Mgr. of Radio Department.....Frank Barton
Adm. Asst.....Hugh Hole
Script-Editor.....Roy Bailey
Asst. to Script-Editor.....Natalie Newbery
Casting Director.....Louise Young
New Program Ideas.....Leslie Harris
Vice-Pres. Media.....H. H. Dobberteen
Time Buyer.....Roland Van Nostrand
Spot Time Buyer.....Ruth Jones
Directors.....Hoyt Allen, Don Cope, Olga Druce, Leslie Harris, Herb Leder, Theodora Yates

Television Division

Supervisor.....Herb Leder

Branch Offices

6258 Hollywood Blvd., Hollywood 28, Cal.
Phone Hillside 9151
West Coast Representative.....Al Kaye
Office Manager.....Mary Edith Stahl
Directors.....Al Kaye, Tom McDermott
326 East Main Street, Lakeland, Fla.
Phone LAKeland 2161
Director.....David Kepner
Office Manager.....Mrs. Annie G. Hull

Radio Accounts Placed — General Foods Corporation (Baker's Chocolate Products, Diamond Crystal Salt, Post's Raisin Bran, Post's Bran Flakes, Post Toasties, Post Tens, Maxwell House Coffee, Instant Maxwell House, Gaines, Yuban Coffee, Birds Eye, Log Cabin Syrup), Prudential Insurance Co., Procter & Gamble (Ivory Snow), Columbia Recording Corporation.

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BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—AAAA

President .....Arch Bermingham
Executive Vice-President.....Stewart Wark
Vice President.....Alfred G. Keeshan
Secretary-Treasurer.....Winston H. Hagen

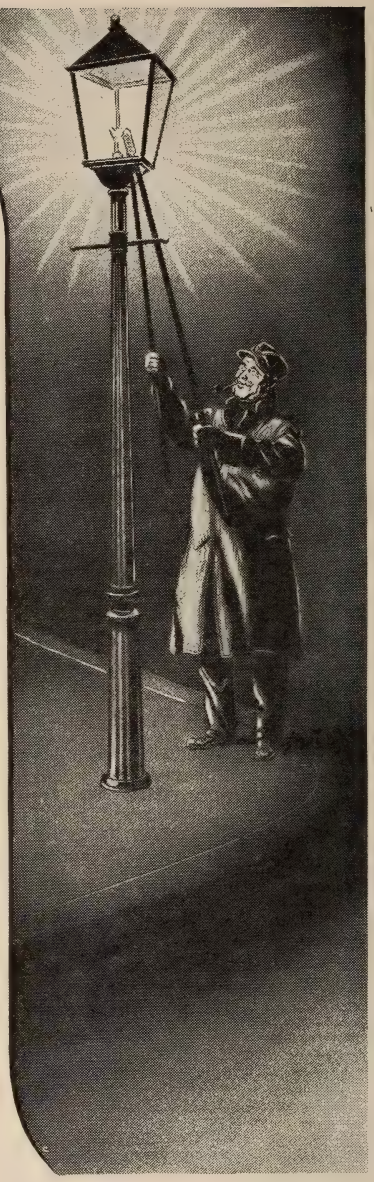
THE LAMP LIGHTER

TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them—linking them together to form New England's greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.



Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, Inc.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Radio Director.....George C. Castleman
Ass't. Time Buyer.....Philip R. Warner

Radio Accounts Placed—Griffin Manufacturing Co., Inc., Conti Products Corp., Berst-Forster-Dixfield Co., E. Pritchard, Inc., Dailey Mills, Inc., Lewis, Ltd.

•

FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
Phone CIrcle 7-6760
ABP—ANPA—PPA—PRB

President .....Frank Best
Vice-President.....I. Marks
Secretary .....V. R. Best
Time Buyer.....A. H. Van Buren

Radio Accounts Placed—Geo. W. Helme Co., Prince George Hotel, C-O-Two Fire Equip. Co., Union News Co., Nassau Smelting & Refining Co.

•

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-9300

President and Treasurer....Milton H. Biow
Secretary.....Richard M. Biow
Vice-President.....E. J. K. Banvart
Vice-President.....L. W. Thomas
Asst. to the President.....C. H. Wolfe

Radio Dept.

501 Madison Ave.

Director of Production.....Stanley Joseloff
Eastern Production Manager....Ward Byron
Office Mgr.-Talent Buyer....Lucille Webster
Time Buyer.....Ethel Wieder
Bulova Station Relations.....C. A. Snyder
Special Program Writer.....Edith Oliver
Stations Relation Head.....John Hymes
Program Coordinators.....Betty Mandeville, Elizabeth Ready.
Producers.....Harry Spears, Max Marcin.

Hollywood Office

6111 Sunset Blvd., Hollywood, Calif.

Chief of Radio Prod.....William Rousseau
Office Manager.....Maxine Anderson
Producers .....William Spier, William Lawrence.

San Francisco Office

485 California St., San Francisco, Calif

Manager .....John Alden

Radio Accounts Placed—The Procter and Gamble Co., Bulova Watch Co., Hillman Periodicals, Inc., Hills Brothers Co., Schenley Corp., San-Nap-Pak Co., Inc., M. & M. Candy Ltd., Philip Morris & Co. Ltd., Inc., Lady Esther Co., Ltd., Eversharp, Inc.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone CIrcle 7-7827

Owner .....Milton Blackstone
Associate .....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Edward Sisty
Production Manager.....Harry Dobrin
Space Buyer.....Belle Appelbaum
Account Executives.....Charles Kondla, Robert Towers, Mortimer Curtis, Jean Epstein, Nat Steingart.

Radio Dept.

Director of Radio.....Jack Steiner

Radio Accounts Placed—Brass Rail, Rogers Corner, Smith Bros. Ice Cream, Grossinger Hotel & Country Club.

•

THE BLAINE THOMPSON CO.

234 W. 44th St., New York 18, N. Y.
Phone, BRyant 9-2480
ANPA—PPA

President-Treasurer.....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Vice-President.....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Budd Getschal
Radio Production.....Walter Lurie

•

W. EARL BOTHWELL ADVERTISING AGENCY

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565
AAAA—ABP—ANPA

Owner.....W. Earl Bothwell
Chief Accountant.....A. A. Logan
Production Manager.....Clark Glenn
Acting Space Buyer.....H. B. Trautman
Radio Director.....G. Taylor Urquhart
Ass't. Radio Director.....Barbara Frankel

Radio Accounts Placed—P. Duff & Sons, Inc. (Div. American Home Foods, Inc.), Christian & Co., Inc., Summit Hotel, Frank &. Sedar, John M. Roberts & Son Co., Galen Laboratories.

•

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th Ave., Portland 4, Oregon
Phone Atwater 9541
AAAA—ABP—ANPA—PPA—NOAB
APA—ABC

President.....David M. Botsford
Vice-President.....Ray Andrews
Vice President.....Frankie Coykendall
Vice President.....Frank King
Secretary-Treasurer.....Marle W. Manly

1945 - Lt. George F. Putnam, U.S.M.C.R.

1946 - Mr. George F. Putnam

Branch Offices
333 Central Bldg., Seattle 4, Washington
Phone Eliot 3523
Vice-President.....C. P. Constantine
Vice-President.....Win Cline

350 Russ Bldg., San Francisco 4, Cal.
Phone Exbrook 7565
President.....David M. Botsford
Vice-President.....Stanley G. Swanberg
Vice President.....George McNutt
Vice President.....Arch Macdonald

629 S. Hill St., Los Angeles 14, Cal.
Phone Michigan 1427
Vice-President.....Thomas O. Morris, Jr.
5104 Empire State Bldg., New York 1, N. Y.
Phone Bryant 9-4845
Vice-President.....Elizabeth Eyerly

Radio Accounts Placed—Bellbrook Dairies, Cooter Co., Foreman & Clark, Foster Lunch Systems, General Paint Corp., Jantzen Knitting Mills, Kaiser Co., Oregon Shipbuilding Corp., Lucky Stores, National Biscuit Co. (West Coast), Olympia Brewing Co., Oregon Mutual Fire Insurance Co., Tillemook County Creamery Association, Wellman Pack & Co., National Steel Construction Co.

•

STANLEY G. BOYNTON AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
ABP—ANPA—PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....V. Cory Hancock
Treasurer.....D. Dearth
Program Director, Asst. to Mr. Boynton, Larry Payne
Traffic Manager.....Ruth Grinnewald
Radio Producer.....Larry Payne

Branch Offices
17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086

Radio Accounts Placed—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Old Fashioned Church of the Air, Calvary Hour, Your Fellowship Hour, First Church of the Nazarene—Detroit, New World Coming, Highland Park Baptist Church, Devotional Hour, Your Worship Hour, Chicago Evangelistic Institute, Michigan Conference Seventh Day Adventists, National Tennis Matches.

•

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
Phone Liberty 7751
ABP — ANPA — PPA — APA

Principal.....Oscar Bresnick
Principal.....Chester L. Solomont
Account Executives.....Joseph Blue, Arthur Cohen, Frank Gardner.

Radio Accounts Placed—Federal Savings & Loan Assn. of New England, Dawson's Brewery, Inc., M. Hoffman & Co.

•

THE J. CARSON BRANTLEY ADVERTISING AGENCY

O-N Building, Salisbury, N. C.
Phone 900

General Manager.....J. Carson Brantley
Treasurer.....Robt. C. Lyerly
Time Buyer.....A. N. Cheney

Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co., Owen Drug Co.

•

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone Howard 134
ABP—ANPA—PPA—APA

President.....R. C. Breth
Vice-President.....Russel Spoor

Radio Accounts Placed—Home Mutuals Insurance Co., Western States Mutual Auto Ins, Co.. Brillion Iron Works, Inc.

•

BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 0276
ANPA—APA—PPA—NOAB

President.....Emil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel
Radio Time Buyer.....Marie Eaton
Radio Producers.....Gene Goldsmith, Walton Purdom

Branch Offices
Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368

250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634
General Manager.....James P. Derum

Radio Accounts Placed—Acme Breweries, West Coast Soap Co., Peter Paul, Inc., Moore's Clothing Co., Par Soap Co., The Shasta Water Co., Sunset Magazine, Par-T-Pak, Golden Grain Macaroni Co., S. & W. Fine Foods, Nicholas Johnston (Photographers), Robert Wallace Furs.

GARNETT MARKS

ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

LT. GARNETT MARKS

BROADCAST ADVERTISING CO.

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone, EXposition 1339

Owners.....Van C. Newkirk
Office Manager.....Betty Culbert

Radio Accounts Placed—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson, Calvary Assembly.

•

BROOKE, SMITH, FRENCH & DORRANCE, INC.

Jefferson at Burns, Detroit 1, Mich.
Phone Columbia 0860
52 Vanderbilt Ave., New York 17, N. Y.
Phone Murray Hill 6-1800

AAAA — ANPA — PPA — ABP
APA — NOAB

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President.....Willard S. French
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Vice-President.....Charles W. Brooke
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Manager, Media Dept.....Herbert R. Bayle
Director of Research.....Walter C. Ayers
Director of Radio.....H. R. Bayle

•

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558

ANPA—PPA

General Manager.....A. R. Brooks
Secretary.....E. Nyberg
Time Buyer.....A. R. Brooks
Copy Chief.....Anne Miller
Production.....Ann Ferkanin
Art Director.....Len Wolf
Acct. Exec.....S. P. Brooks
Radio Producer.....Lenord Reeg

Radio Accounts Placed—Bekins Moving & Storage, Citizens Nat'l Trust & Savings Bank, Bekins Van & Storage Co., Everest & Jennings, Golden West Products Co., Roland J. Caupel Co., Port of Los Angeles, Anderson-Obrien Co.

•

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250

APA — AAAA — ANPA — ABP
NOAB — PPA

President-Treasurer.....D. P. Brother
Vice-President.....C. Hatch, Jr.
Secretary.....E. M. Reitz
Director of Media.....Carl Georgi, Jr.

Radio Accounts Placed—AC Spark Plug & Oldsmobile Division of General Motors Sales Corp.

•

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone CIrcle 7-7660

ANPA — PPA — APA

President .....Franklin Bruck
Secretary and Radio Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic .....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan

Radio Accounts Placed—North American Accident Insurance Co., Warrens Chewing Gum, Johnson Candy Co., Fashion Frocks.

•

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford, Conn.
Phone 2-5544

President.....Charles Brunelle

Radio Account Placed—Sage-Allen & Co., Inc.

•

BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380

AAAA — ANPA — PPA — ABP — SNPA

Chairman of Board, Treas....John Hertz, Jr.
President.....T. S. Buchanan
Vice-President .....Arthur Ramsdell
Secretary.....A. Grace Barrett
Dir. of Radio & Television....Martin Jones
Assistant to Radio Dir.....Elise Bonnet
Business Manager.....Nat Strom
Television Dept.....Martin Jones, Patricia Sears

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 3047
Vice-President.....George Enzinger

427 West 5th St., Los Angeles 13, Cal.
Phone Mutual 6316
Vice-President.....Fred M. Jordan

155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802
Manager.....Ray Randall

Radio Accounts Placed—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., Adam Hats.

RILEY SHEPARD

(The Cowboy Philosopher)

RADIO . . . Coast-to-Coast via American Broadcasting Co.
RECORDS . . . KING Recording Artist

Currently In the Saddle for

LEEDS MUSIC CORPORATION

NEW YORK CHICAGO HOLLYWOOD

BUCHANAN-THOMAS ADVERTISING CO.

412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Partner.....C. C. Buchanan
Partner.....L. H. Thomas
Radio Director .....Adam Reinemund

•

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959
AAAA—ANPA—PPA—ABP—SNPA

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Secretary .....Naomi Burnett
Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....John Olson
Vice-Pres.-Radio.....Frank W. Ferrin
Time Buyer.....William McIlvain
Radio Producer.....Hobe Donovan

Radio Accounts Placed—Network: Pure Oil Co., Brown Shoe Co.; National Spot: Brown Shoe Co., Pure Oil Co.

•

BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.
Hollywood 28, California
Phone Hollywood 7263

•

BYER & BOWMAN

203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP—ANPA—PPA—APB—NAOB

Partners .....Herbert Byer, Gus K. Bowman, Joel M. Burghalter

Radio Accounts Placed—The Skidoo Co., Ohio Laboratories, Inc., Budd & Co., War Finance Committee, Dr. Heinz Co.

•

HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.
Phone Hancock 7690

President.....Harold Cabot
Exec. Vice-President....Henry W. Patterson
Vice-President.....Donald D. Douglas
Vice-President.....William H. Ganick
Vice-President.....Edward F. Chase
Vice-President.....John E. Kennedy
Vice-President.....George E. Griffin
Treasurer.....Richard P. Holland
Assistant Treasurer.....Lillian MacLean
Time Buyer.....James Byrnes

Branch Office
120 Exchange St., Portland, Maine
Phone 3-5962

Vice-President.....Frank Black

Radio Accounts Placed—The Boston and Maine Railroad, H. P. Hood & Sons, W. L. Douglas Shoe Co., Miller & Hollis, Inc.

•

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7
PPA

President .....Louis F. Cahn
Vice-President.....C. LeRoy Miller
Radio Dept.....Louis C. Pedler, Jr.
Retail Dept.....Miss Hilda Stern

•

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6900
AAAA—ABP—ANPA——PPA—PRB—SAAA—SNPA—OAAA—NOAB—ABC

Secretary-Treasurer.....R. P. Clayberger
Radio Program Mgr.....C. H. Miller
Asst. Manager.....T. H. Young

Branch Office
333 No. Michigan Ave., Chicago, Ill.
Randolph 3831

Radio Dept. Manager.....R. A. Washburn

Radio Accounts Placed — Stokley-Van Camp's, Inc., Oakite Products, Inc.

•

CAMPBELL-EWALD CO., INC. (Eastern Division)

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383
AAAA—ABP—ANPA—APA—NOAB

President.....F. D. Richards
Exec. V.-P. & Gen. Mgr.....W. E. Blodgett
Vice-Presidents.....Duane W. Beurmann, L. B. Dudley, T. Park Hay, J. L. Spencer, Elmo Ecker, E. A. Elliott, W. A. McNabb, R. Romeyn.
Radio Director.....R. F. Hackenger
Art Director.....W. A. McNabb
Media Director.....J. L. Spencer

Television Dept.

Television Director.....Richard Hackenger

Radio Accounts Placed — United States Rubber Co.

Television Accounts Placed — Television Quarterback with Lou Little.

RED FOLEY

15 Years of Success . . . and still going STRONG

RADIO.....W L S National Barn Dance
RECORDS.....Exclusive DECCA Artist
STAGE.....Vaudeville — Fairs — Rodeos
SCREEN.....“Pioneers”—Monogram Pictures

MUSIC

Original Compositions Exclusively for

LEEDS MUSIC CORPORATION

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200

AAAA—ANPA—ABP—PPA—PRB—APA—ABC

President.....Henry T. Ewald
Exec. V.-P. & Gen. Mgr.....H. G. Little
Radio Director.....M. A. Hollinshead
Vice President-Media Director.J. J. Hartigan

Branch Offices
230 N. Michigan Ave.,
Central 1946, Chicago, Ill.
Vice-Pres. & Gen. Mgr.....E. W. Clements

714 W. Olympic Blvd.
Los Angeles, Cal.
Richmond 6204
Vice-Pres.-Manager.....R. H. Crooker

Radio Accounts Placed—General Motors Corp., Fould's Macaroni, Detroit Edison Co., Chevrolet Motors.

•

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone ATlantic 3231

ANPA—PPA—APB—AAAA—SNPA—SAAA—PRB

Radio Dept.
Radio Director.....John Forney
Time Buyer.....Harry Johnson

1024 Palmolive Bldg.
Chicago 11, Ill.
Delaware 7553
Radio Dept.
Radio Director.....John Bridgewater
Time Buyer.....Arthur H. Lund

•

THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone LExington 2-0850

ANPA—PPA—APA—NOAB

President.....R. C. Caples
Vice-President.....Hudson Meyer

Radio Dept.
Director of Radio.....Dave Lewis
Time Buyer.....Ruth D. Folster
Producer.....Dave Lewis

Television Dept.
Director of Television.....Dave Lewis

Branch Offices
225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President.....R. N. Hartsing

1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Radio Department Head....Russell Rullman

412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron

Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

•

CARTER ADV. AGENCY, INC.

912 Baltimore Ave., Kansas City, Mo.
Phone HA 1356
609 Minnesota Ave., Kansas City, Kansas
Phone DR 3077

ABP—ANAP—NAAN—APA

President.....Charles W. Carter
Vice-President.....Wm. G. Rowe
Secy.-Treas. .....Josephine Dahlin
Radio Dept.....Lee Hall

Radio Accounts Placed—Helzberg's Jewelers), Rushton Baking Co., Inter-State Bldg. & Loan Association.

•

R. H. CARY, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375

ABP—ANPA—PPA—APA

President.....R. H. Cary
Secretary.....A. W. Little
Treasurer.....R. H. Cary
Art Dir. & Prod. Mgr.....R. M. Williamson
Account Executive.....A. W. Little

Radio Dept.
Radio Director.....Fred A. Reed
Chief Time Buyer.....R. H. Cary
Time Buyer.....Helen A. LaVelle

Radio Accounts Placed—Oelwein Chemical Co., Thompson Hybrid Corn Co., Duffy Time Company, Des Moines Ice & Fuel Company, National Travelers Casualty Co.

•

PEARSON ADVERTISING AGENCY, INC.

50 E. 42nd St., New York, N. Y.
Phone VAnderbilt 6-0029-30

President-Treasurer.....Charles Pearson
Asst. Secretary.....W. S. Booth
Production Manager.....Harold Kranz

Radio Accounts Placed: K-7, March Through Life.

•

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-8200

ANPA—AAAA—PPA—APA—NOAB

Ch. Bd.....Chas. Presbrey
Dir. of Radio, Tele., Public Relations, T. G. Sabin

Radio Accounts Placed—Block Dubb, G. Washington Instant Broth, Oyster Shell.

DAVE DENNEY

RADIO . . . WHN, New York, N. Y.
RECORDS . . . Musicraft Recording Artist

HERBERT CHASON COMPANY

232 Madison Ave., New York 16, N. Y.
MUrray Hill 3-6336-7

ABP

President.....Herbert S. Chason

Radio Accounts Placed—Mack Drug Co., Schiller-Dubrow.

•

THE CHERNOW COMPANY

Empire State Bldg., New York 1, N. Y.
Phone PEnnsylvania 6-3520

President.....Sam Chernow
Vice-President.....Leo A. Friedman
Director of Radio.....Tex Weiner

•

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942

SNPA

Partners.....John E. Fontaine, S. M. Kelly
John E. Fontaine, S. M. Kelly

Radio Dept.

Radio Director.....H. Gene Sample

Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Double-Colo Co., Olan Mills Portrait Studios.

•

C. P. CLARK, INC.

113 Seventh Ave., No., Nashville, Tenn.
Phone 6-4179

ABP — ANPA — PPA — SNPA — NOAB

First Advertising Agency Group

President-In Charge of Radio....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....Jeanne D. Clark

Radio Account Placed—O'Bryan Bros., Inc., (Duck Head Overalls).

•

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

RUSSELL C. COMER ADVERTISING CO.

15 W. 10th St., Kansas City, Mo.
Phone HArrison 3964

APA — ANPA

Partner.....Russell C. Comer
Partner.....Ruth E. Comer
Space Buyer.....Elizabeth Furnish
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams

•

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800

SNPA—AAAA—ANPA—PPA—OAAA—NOAB—ABC

President .....Richard Compton
Exec. Vice-Pres.....Robert D. Holbrook
Vice-Pres., Secy. & Treas...Leonard T. Bush
Vice-Presidents.....Craig Davidson, Edward Battey, Jr., Frank Griffin, John K. Strubing, Jr., Thurman L. Barnard, Muriel Haynes.
Vice-Pres.-Media Director.....Guy Richards
Vice-Pres.-Radio Director..Lewis H. Titterton
Media Supervisor.....Frank B. Kemp
Mgr., Radio Dept.....Brice Disque, Jr.
Mgr. Television Dept.....Wyllis Cooper
Casting Director.....Brewster Morgan
Publicity Director.....Virginia Travers
Head Time Buyer.....William B. Maillefert
Radio Time Buyers.....Henry Clochessy, Jean Lawler
Daytime Radio Director.....Evelyn Pierce
New Program Buyer.....Joan Geddes
Asst. Television Directors....James Manilla, Jose Di Donato

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg

New Center Bldg, Detroit, Mich.
Manager.....R. W. Heizer

Land Bank Bldg., Kansas City, Mo.
Manager .....Merrell Boyce

Gwynne Bldg., Cincinnati, O.
Manager .....Robert Marsh

411 E. Mason St., Milwaukee, Wis.
Manager .....Harry Scott

6253 Hollywood Blvd., Hollywood, Cal.
Manager .....Murray Bolen

Radio Accounts Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Barsalou Soap, Duz), Wheatena Corp., Socony-Vacuum Oil Co., Krueger Brewing Co., Allis Chalmers Co., Goodyear Tire and Rubber Co.

TED STEELE

Director of Music

K M P C — "The Station of the Stars"

Hollywood, California

THE CONNOR COMPANY

544 Market St.,
San Francisco 5, Cal.
Phone, YUkon 0196

APA — ABP — FAAG

President.....Edward W. Connor
Exec. Vice-Pres.....Robert W. Conley
Treasurer.....Denis Muir
Production Manager.....Louis Means
Account Executives.....E. W. Connor, Robert W. Conley, Denis Muir, G. Hufman

•

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia
Phone 2-0221

AAAA — ABP — ANPA — PPA — APA

Officers

President .....Paul Blakemore
Vice-President .....Henry Kroeger
Production Manager.....N. E. deReus

•

DON COUPER

441 Lexington Ave.
Phone, MUrray Hill 2-2109

•

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940

ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Space-Time Buyer.....Miss A. Marie Maus
Acct. Executives.....H. B. Wells, C. J. Cutajar, Porter Leach.

Radio Account Placed—Isbandsten-Moller Co., Inc.

•

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del
Phone 6185

PPA—ANPA—ABP—APA—NAAN

Associates....John Gilbert Craig, Kathleen Anderson Walsh

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THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500

AAAA — ABP — ANPA — PPA
APA — NOAB

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....L. H. Ness, C. W. Faude
Director of Media.....L. H. Ness
Time Buyer.....Loretta Mahar
Radio Director.....J. S. Stolzoff
Chief Continuity Writer.....Elizabeth Taft

Radio Accounts Placed—Plankinton Packing Co., The Massey-Harris Co., Victor Stamm & Associates, Ed. Schuster & Co., Amity Leather Co., Wilmaukee Co., Sperry Candy Co., McConnon & Co., Mackwin Co., Luick Ice Cream Co., Luick Dairy Co., Blue Mound Oil Co.

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CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061

ANPA — APA — PPA — NAOB

President.....Scott S. Smith
Vice-President .....E. P. Nesbitt
Space Buyer.....E. Groenboom
Production Manager.....R. M. Cowing

Radio Accounts Placed—Wheeling Steel Corp.

•

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Owner.....Edmond I. Eger
Account Executive.....Leon H. Lewis
Account Executive.....George M. Stern
Account Executive.....Patrick Shannon
Account Executive.....Harley B. Hobbs
Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
Copywriter.....Herman H. Breslich
Copywriter.....Justin C. Tanner
Radio Time Buyer.....Harry C. Pick

Radio Accounts Placed — Admiral Corp., Klein's Sporting Goods, BG/ Foods, Inc.

Television Account Placed—Admiral Corp.

•

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
Phone State 3800

ABP—ANPA—APA—PPA—ABC—NOAB

President.....H. M. Dancer
Vice President.....C. L. Fitzgerald
Vice President.....J. G. Sample
Treasurer and Secretary.....Paul Keenan
Acct. Execs.....Everett C. Bradley, D. D. Brown, Joseph Greeley, Thomas L. Greer, Robert F. Hussey, J. Kenneth Laird, James S. Lind, G. H. Johnson, Richard Janney.

Radio Department

Radio Director.....Roy Winsor
Radio Acct. Exec.....Carl Stanton

Radio Supervisors.....George Stellman, James West, H. Y. Bingham, Philip Bowman.
Dir. Radio Contracts.....James J. Neale

Branch Offices

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-4200

Managerment.....H. M. Dancer, President, T. H. Brown, Jr., Asst. to Pres.
Acct. Execs.....Frank A. Kearney, George G. Tormey, F. K. Beirn, H. B. Cohen, W. W. Holt, A. W. Spence, Jr., W. B. Stewart.
Radio Acct. Exec.....Carl Stanton

Rm. 1014, Taft Building, 1680 Vine Street
Hollywood 28, Calif.
Phone Hempstead 8166

Manager.....Alvin Kabaker

Dancer-Fitzgerald-Sample, Ltd.
6 King Street, East
Toronto, Ontario, Canada
Phone Adelaide 2851

Manager.....Gilbert Nunns

Radio Accounts Placed — General Mills, Inc., Proctor & Gamble Company, Sterling Drug Inc., Kilmer & Co., Inc., Whitehall Pharmacal Company, Boyle-Midway, Inc., Falstaff Brewing Corp., Continental Illinois National Bank & Trust Co.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB — SAAA—SNPA—NOAB—OAAA

President.....J. F. Oberwinder
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5435

Vice-President in Charge of Radio.....J. Toigo
Radio Dept.....P. A. Louis

Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158

Stanley Seward
90 Broadview Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

•

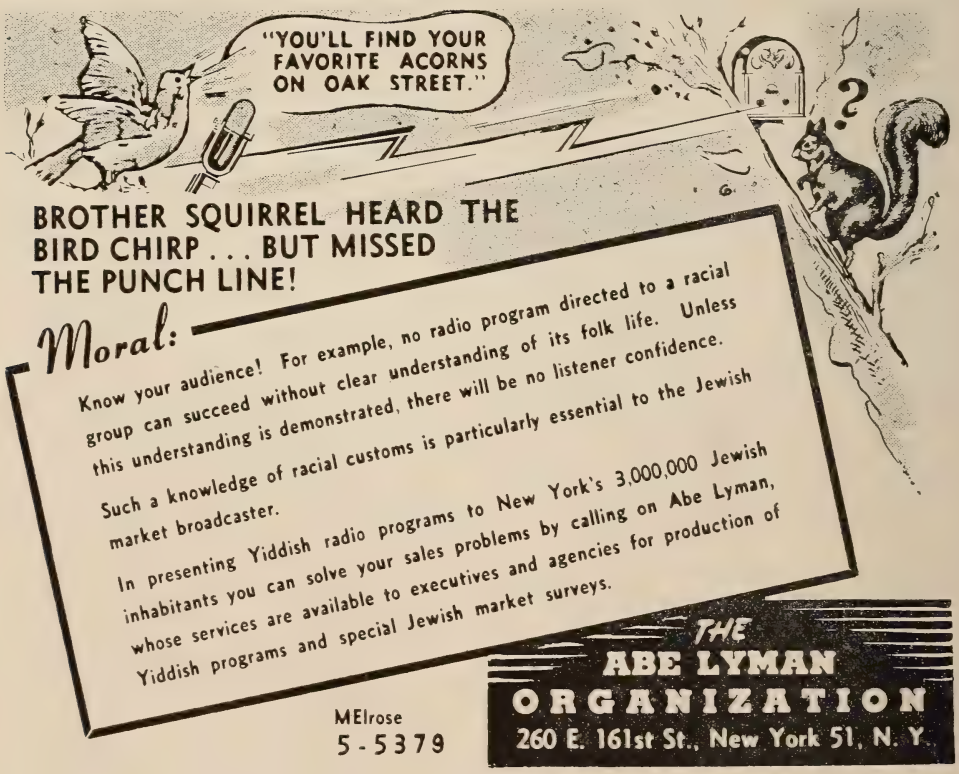
JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791

PPA — NOAB — APA

President-Time Buyer..James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty

Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., St. Louis Dairy Co.



BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP

Owner.....Ben Dean
Asst.....Mildred Juneau

Radio Account Placed—WOOD Radio Station, King-Trendle Broadcasting Corp.

•

DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
Account Executive.....Warwick Anderson

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DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-3140
AAAA—ABP—ANPA—PPA—NOAB—APA

President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Donald K. Clifford, Francis J. Doherty
Secretary.....Wm. E. Steers
Research Associate.....Nora A. Fitts

Radio Dept.

Radio Director.....Chester MacCracken
Head of Comm. Writing Dept...John Mullen
Radio Time Buyer.....Helen Wilbur
Publicity Director.....Richard Fehr
Producers.....Chester MacCracken, Edward Pola

Radio Accounts Placed—Bristol-Myers Co., Reid's Ice Cream.

•

THE RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., Richmond 19, Va.
Phone 3-111-3
ABP—ANPA—PPA—SNPA

President-Treasurer....Ralph L. Dombrower
Vice President.....Morton L. Wallerstein
Secretary.....Lewis D. Andrews
Radio Director.....J. H. Fulmer

Branch Office

Woodward Bldg., Washington, D. C.
Manager.....Philip Rosenfeld

Radio Accounts Placed—Southland Wine Corp., Velvet Rose Wine; Southern Biscuit Co., Inc., FFV Cookies & Crackers; Elars Products, Inc., KREY Cough Remedy; Standard Drug Co., Inc., Photographic Div.; Mayo Corp., Drugs & Cosmetics; Pedco Corp., Babyteria; Amatis Co., Amatis Cosmetics.

DONAHUE AND COE, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252
ANPA—PPA—ABP—SNPA—OAAA—APA

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Vice Presidents.....A. B. Churchill, Rufus Choate, C. F. Hanser, Robert Rinehart, B. S. Nayfack, Harry Morrill, Lloyd Seidman.
Vice-Pres.-Art Director....William Schneider
Space Buyer.....A. J. Hilton
Time Buyer.....Tom Lynch
Radio Producers...Toni Conry, Carl Rigrod.

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager & Vice-Pres.....H. L. Morrill, Jr.

Radio Accounts Placed—Scholl Mfg. Co., Grove's Labs., Beaumont Co., N. Y. Herald-Tribune, Angostura-Wupperman Corp., Atlantic Beer & Ale Co., Bailey's Supreme Coffee, Radio City Music Hall.

•

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-3000
ANPA—PPA—APA—ABP—NOAB

President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

•

DORLAN, INTERNATIONAL-PETTINGELL & FENTON, INC.

247 Park Avenue, New York, N. Y.
Phone Eldorado 5-2685
ABP—ANPA—PPA—NOAB

President.....Atherton Pettingell
Exec. Vice-Pres.-Treasurer.....Walter Maas
Exec. Vice-Pres.-Secretary.....Fleur Fenton
Vice-President.....Charles B. Strauss
Vice-President.....Herbert Bayer
Radio Dept.....Handled by Mildred Fenton Productions.

•

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Radio Director-Talent....Gerard H. Slattery

•

L. J. DuMAHAUT ADV. AGENCY

827 David Stott Bldg., Detroit 26, Mich.
Phone, RANdolph 9480

President.....L. Jerome DuMahaut
Production Mgr.....Theresa Savin

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, CIrcle 6-1400
PPA—NOAB

President.....Roy S. Durstine
V.Ps.....Wm. E. Dempster, Robt. D. Spahn
Secy.-Treas.....A. T. Gardiner
Prod.-Traffic Mgr.....David R. Margaretten
Art Director.....Harvey A. Spooner
Radio Directors.....Richard Eastland, M. J. Condon.
Account Executives....William E. Dempster, Roy Gordon.

Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
V.P.-Manager .....Ellis Travers
Carew Tower, Cincinnati 2, O.
Phone, Cherry 0032
V.P.-Manager .....Frederic Kammann
Charge of Art Dept.....Philip Goyert

•

ELLIS ADVERTISING CO.

Rand Bldg., Buffalo 3, New York
Phone Cleveland 0422
ABP—ANPA—NOAB—APA
Michael F. Ellis, Jerome R. Ellis
Radio Dept.
David Hale
Branch Offices
33 W. 42nd St., New York 18, N. Y.
LOngacre 5-1567
John W. Culiner
74 King St. E, Toronto 1, Canada
Waverly 3438
Abbey A. Muter

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SHERMAN K. ELLIS & CO., INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711
OAAA—AAAA—ANPA—PPA—APA

President-Treasurer.....Sherman K. Ellis
Exec. Vice-President.....C. E. Staudinger
Vice-President-Secretary.....E. S. Pratt
Media Director.....Harry Torp

Branch Offices
141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612
V.P.-Manager.....John F. Price

Radio Accounts Placed—Quaker Oats Co., Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Macgregor Armiston Chop Stick Co.

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ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone MOhawk 4-8700
AAAA—ABP—ANPA—PPA—
SNPA—NOAB—OAAA

President.....Louis R. Wasey
Vice-Pres.-Gen. Mgr....Howard D. Williams
Treasurer.....James F. O'Connor
Director of Radio.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Time Buyer.....Keith Shaffer

Television Dept.
C. H. Cottington

Branch Offices
Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Vice-President.....L. R. Northrup
Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223
Vice-President.....Mac Martin
First Nat'l. Bank Bldg., Oklahoma City, Okla.
Okla. City 2-0603
Vice-President.....Harold Halsell
White-Henry-Stuart Bldg., Seattle, Wash.
Eliott 8250
Vice-President.....Miller Munson
749 Yonge St., Toronto, Canada
Randolph 5187
Vice-President.....Ralph Lawson

Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc., Zonite Products Co., Primrose House, Inc., Seeck & Kade, S. C. Johnson & Son, Inc., Langendorf United Bakers, Inc., Nash Coffee Co., Salisbury & Saterlee Co., House of Herbs, Inc., Southwestern Brewing Corp., Oklahoma City Federal Savings & Loan Assn., Anderson-Pritchard Oil Corp.

•

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900
1537 Vine St., Hollywood, Calif.
Phone Hillside 2183

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty, Richard Grahl.
Radio Producers .....Don Bernard, Al Foster, Kenneth MacGregor, Helen Phillips, Charles White
Television Department.....Kendall Foster, Kenneth MacGregor.

Radio Accounts Placed — Colgate-Palmolive-Peet Co., Thomas Leeming & Co., National Carbon Co. Inc., Piel Bros., Pocquin Inc., R. J. Reynolds Tobacco Co., Tea Bureau, Inc.

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FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-6400
AAAA—ANPA—PPA—ABP—APA—NOAB

Ch. of the Board.....Robert Tinsman
President.....Gordon E. Hyde
Vice-Presidents.....James O'Brien, Jules B. Singer, Kenneth Plumb, C. G. Wright, Donald Parsons, Macgregor Ormiston, A. R. Beverly-Giddings, Hugh

I. Connet, Laura E. Carson, John S. Davidson, Dr. W. W. Wulfeck.
Treas. & Secty.....George Dietrich
Radio Director.....J. S. Davidson
Radio Time Buyer.....Penelope Simmons
Radio Accounts Placed—American Safety Razor Corp. (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), B. Barbizon Corp., Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilees Bras).

•

HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623
ANPA—PPA—NOAB
President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Ralph A. Hart

•

FERRY-HANLY COMPANY

500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000
AAAA—ABP—ANPA—PPA—APA—NOAB
President.....C. P. Hanly
Vice-President.....H. M. Montgomery
Secretary-Treasurer.....H. E. Lehman

Chicago Office

WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462
Manager.....C. L. Collette
Radio Accounts Placed—Johnson & Johnson (TEK toothbrushes).

•

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 4-3300
ABP—ANPA—PPA—APA—NOAB
President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfield
Radio Accounts Placed—Loew-Hakim, Lester Cowan, "The Southerner," "Tomorrow the World."

•

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville, Tenn.
Phone 6-1977
PPA — SNPA — ABP
President-Treasurer.....Robert G. Fields
Secretary.....R. H. Lane
Radio Accounts Placed — Martha White Flour, Fortune Feeds, Falcon Flour, Lily White Flour, St. Bernard Coal.

FITZGERALD ADVERTISING AGENCY

202 Southern Bldg., 833 Howard Ave., New Orleans 13, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB
Partner.....Joe L. Killeen
Partner.....Joseph H. Epstein
Partner-Time Buyer.....Leonard Gessner
Partner-Copy Chief.....Roy M. Schwarz
Partner-Art Dir.....E. W. R. Wootten
Partner-Prod. Mgr.....Warren G. Posey
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

•

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129
ABP—ANPA—PPA—APA—AAAA—NAAN
Owner.....John B. Flack
Vice-President.....Richard H. Wickham
Radio Accounts Placed—Netherland Dairy, Keepsake Diamond Rings, Napteen Labs, Bardeen's, Inc.

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FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490
President.....Robert B. Foley
Secretary-Treas.....Helen M. Little
Acct. Exec.....L. M. Robertson
Radio Director.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc., The Bing Co., Ohio Floor Covering Co., Perry Auto Stores.

•

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-6600
AAAA—ANPA—ABP—PPA—APA—OAAA
Chairman of the Board.....Don Belding
President .....Emerson Foote
Chairman, Executive Comm....Fairfax Cone
Secretary-Treasurer.....William R. Sachse

NEW YORK OFFICE

President .....Emerson Foote
V.P. & Gen. Business Mgr...M. P. Franceschi
V.P.-National Radio Director
Hubbell Robinson, Jr.
Manager of Radio Department
Carl Schullinger
Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4800
Chairman, Executive Comm....Fairfax Cone
Secretary-Treasurer.....William R. Sachse

Director of Radio.....Stuart Dawson
Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE
601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651
Chairman of the Board.....Don Belding
V.P.-Manager.....Wm. J. Pringle
Radio Time Buyer.....Eugene Duckwall

HOLLYWOOD OFFICE
6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265
General Mgr.-Treas.....C. Burt Oliver
Regional Program Mgr.....David Taylor

SAN FRANCISCO OFFICE
235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355
Vice-Pres. & Manager.....E. I. Harrington
Radio Time Buyer.....Jane Sullivan
Radio Director.....Mark Buckley

Radio Accounts Placed—The American Tobacco Company, The Cities Service Oil Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

•

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA — SNPA

President.....John L. Fort
Production Manager.....Jean Dunham

Radio Accounts Placed — Citizens Bank (Local); Coble Dairy Products (Regional).

•

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA—PPA—ABP—NOAB—APA

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Vice-Chairman-General Mgr.
Harold E. Maples
Radio Department.....John V. McAdams

Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900
Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
475 Fifth Ave., New York 17, N. Y.
Phone LExington 2-4537
V.P.....William F. Adler
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3484
Acct. Exec.....Lucrezia Kemper

Radio Accounts Placed—Merrill, Lynch, Pierce, Fenner & Beane.

•

CURT FREIBERGER & CO.

Cooper Building, Denver, Colo.
KEystone 0487
ANPA—ABP—APA—APB

Owner.....C. J. Freiberger
Production Manager.....W. S. Cassell
Art Director.....A. Cizek
Radio Director.....R. Torgerson
Illustrator.....G. Ellis
Cartoonist.....J. Reed
Industrial Artist.....J. T. Preucil
Account Executive.....J. M. Henderson
Bookkeeper.....N. J. Charon
Secretary.....D. Hahn

Radio Accounts Placed — Tivoli Union Co., Brecht Candy Co., Securities Credit Corp., Stone-Hall Brokerage Co., Toner's Inc., Central Bank & Trust Co., Bell Tailors, Clayton Coal Co., Colorado Potato Flake Co., A. Carbone & Co., Gart Bros., Gus Buttermaid Bake Shop, Service Supply Co., Ute Chief Mineral Water Co., Jack Wehner, Realtor.

•

AD FRIED ADVERTISING AGENCY

Easton Bldg., Oakland 12, Calif.
Phone Higate 6580

Owner-Radio Director.....Ad Fried
Copy & Continuity.....Helen Hall
Radio Time Buyer.....Shirleigh Phillips
Research Director.....Charles Marshall
Format Manager.....Leland Morgan
Publicity Director.....Irene Barclay
Program Manager.....Elaine Trigger
Radio Producers.....Ad Fried, Shirleigh Phillips, Elaine Trigger, Irene Barclay, Helen Hall.
Television Producer.....Ad Fried

Radio Accounts Placed — Darling Shops, Delanes Jewelers, Tasch Furriers, Oakland & San Jose Offices of Union Life Insurance Co., Oakland Pro Football Association, Alameda Democratic County Central Committee (Election & Political Rallies), Dynan Finance Co., H. R. Davi Co. (Miracle Foam & Super Foam), D & D Soap Co. (Gleam Soap Powder), Stover's Hand Lotion, F. F. Porter Industrial Realtors, Paramount Pest Control, Fred Benioff Himself Furrier, Dr. Citron Dental Offices, Hersh Coast Millinery Stores, Fox West Coast Theatres (Oakland), Crescent Jewelers, Royal Art Galleries (Portraits), Swan's Markets, Magazine Service Bureau.

•

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIberty 0813-4-5
ANPA—PPA—APA

President-Radio Director.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Talent & Time Buyer...Harvey P. Newcomb

Branch Offices
Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed — Durkee-Mower, Inc., CeLect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theaters, Supreme Wine Co.

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FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA—NOAB

President (Cleveland).....A. L. Billingsley
Chairman of the Board (New York)
J. E. Wiley
Secretary-Treasurer (Cleveland)
C. C. Reidenbaugh
Exec. Vice-Pres. (Cleveland)..E. L. Andrew

Radio Dept.
Radio Dir. (N. Y.).....Lee Williams
Time Buyer (N. Y.).....G. L. Trimble
Time Buyer (Cleveland).....W. J. Staab
Research Dir. (N. Y.).....Coleman Caryl

Television Dept.
Director (N. Y.).....Lee Williams
Art Director (N. Y.).....R. S. Chenault
Movie Director (Cleveland)
Reed Drummond

Radio Accounts Placed — Commonwealth Shoe & Leather Co., Westminster, Ltd., Stouffer Restaurants, Central National Bank, Westinghouse Elec. & Mfg. Co. (Lamp & Radio Division), Harry Ferguson, Inc., Burkhardt Brewing Co.

•

FURMAN & FEINER CO., INC.

117 W. 46th St., New York, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman
Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb

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GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
ANPA—PPA—NOAB—ABC—AAAA

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Secretary.....E. A. W. Schulenburg
Treasurer.....E. R. Gardner
Vice-Pres. & Director of Radio (St. Louis)
C. E. Claggett

Branch Offices
9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
V.-P. in Charge of Radio....Roland Martini

Radio Accounts Placed—Pet Milk Co. Ralston Purina Co., Purina Mills, Hyde Park Beer, N. Y. Stock Exchange, Union Electric, St. Louis Ind. Packing Co., St. Louis Public Service Co.

•

GARFIELD & GUILD ADVERTISING AGENCY

660 Market St., San Francisco, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP
NAAN—AAAA

President.....Sidney Garfield
Vice-Pres. .....Walter Guild
Vice-President.....Bernard B. Schniter
Radio Director.....William A. Morrison
Radio Time Buyer.....Sally Paul
Production Dir.....David Bascom
Radio Producers.....Walter Guild,
David Bascom, Wm. A. Morrison.

Radio Accounts Placed—Capwell, Sullivan & Furth, El Dorado Oil Co., Alice Frock, Hurley Marine Works, Good Foods, Inc., Gravem-Inglis Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Guittard Chocolate Co., Louis Milani Foods, Frontier Foods, Grace Bros. Brewing Co., John Hanson & Sons, Newell Gutradt Co.

•

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8388
APA—ANPA—PPA—NOAB

President & Treas.....W. W. Garrison
Vice-President .....Brooks Middleton
Secretary & Time Buyer.....G. P. Schill

Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Radar-Radio Industries.

•

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081
AAAA—APA—ABP—ANPA—NOAB

Owner.....Edwin P. Gerth
Account Executives.....David Ryder,
J. R. Pitsker

Branch Office
412 W. 6th St., Los Angeles 14, Cal.
Phone, TUcker 1455

Manager.....David R. Showalter

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400

AAAA—PPA—ANPA—APA—ABP—NOAB

President .....Bertram B. Geyer
Exec. Vice-President.....H. W. Newell
Exec. Comm. Chairman.....Joe M. Dawson
Vice-Presidents.....R. M. Ganger, J. W. Bertch, H. M. Hempstead, A. A. Surin, Vernon M. Welsh, R. E. Tuttle
Publicity Dir.....Edward F. Thomas

Radio Dept.

Directors.....Donald S. Shaw, Eleanor L. Larsen

Television Dept.

Director.....Donald S. Shaw
Prod. Supervisor.....Eleanor L. Larsen

Branch Offices

U. B. Bldg., Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost

14250 Plymouth Rd., Detroit 22, Mich.
Phone, Hogarth 5520

Exec. Contacts.....H. M. Hempstead, R. E. Tuttle

Radio Accounts Placed — Nash-Kelvinator Corp.

Television Account Placed—Knox Hats for Men and Women.

•

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone 4-5516

ANPA — APA — ABP

President & Treasurer.....M. C. Nelson
Vice-Presidents .....J. Y. Tipton, Lon Richardson
Secretary.....Marjorie Farrell
Acct. Exec., Radio Dir. & Producer, Victor V. Bell
Production Manager.....A. W. Rogers

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy-Collins Trust Co., Utah Power & Light Co., Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Utah Lumber Co., Jesse M. Chase.

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GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
Phone Hubbard 7188

AAAA — ABP — ANPA — PPA — APA

President.....Louis Glaser
Radio Director.....M. B. Collins
Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

GLASSER-GAILEY & COMPANY

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fitzroy 2141

PPA

Partner.....P. E. Gailey
Partner.....G. F. Glasser
Fashion Director.....Joyce Contini
Comptroller.....Howard Gambrill
Production Manager.....King Richardson
Copy Chief.....Jane O'Leary
Time Buyer.....J. G. Mitchell

Branch Offices

690 Market St., San Francisco, Calif.
Phone Exbrook 6469

Manager.....Robert O. Davis

32 E. 57th St., New York 22, N. Y.
Phone PLaza 5-2887

Manager.....Margaret Macy

Radio Accounts Placed — Bu-Tay Products, Ltd., Austin Studios, Mystic Foam Co., Courtley Ltd., Dixie Fry Co., J. Bird Moyer Co., Beckman Furs, Olson Bread Co., Kern Food Co., Home-Maker's Club, Sontag Drug Stores, Pacific Macaroni Co., L. B. Laboratories, Inc., Mode O'Day Corp., Huggins-Young Coffee Co.

•

RAY K. GLENN ADVERTISING

1366 First National Bldg., Oklahoma City 2, Okla.
Phone 3-5439

ABP—ANPA—SAAA—SNPA—OAAA —NOAB—APA

President.....Ray K. Glenn
Vice-President-Manager.....Lowe Runkle
Production Manager.....Roger Pishnay
Secretary.....A. Streeter
Radio Director.....Lowe Runkle

Radio Accounts Placed — Arkansas City Flour Mills, Cains Coffee Co., Ancel Earp & Co., Local Federal Savings & Loan Association, Merit Mills, Oklahoma Operating Co.

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GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716

ABP—ANPA—PPA

President.....Joseph Glicksman
Vice-President-Sec.....William Glicksman
Treasurer.....David Glicksman
Radio Director.....Joseph Glicksman

Radio Accounts Placed — Adam Hats, Portis Bros. Hat Co.

•

MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.
Denver, Colorado
Phone: CH 5533

ANPA

Radio Director.....Wes Battersea
Exec. V.P.-Radio Director....Wes Battersea
Treasurer .....Doris Fitmier
Radio Continuity.....Mrs. Dorothy Lutz
Radio Continuity.....Mrs. Elizabeth Nixon

Radio Accounts Placed—Dave Cook Sporting Goods Co., M. & O. Cigars, Ambrose & Co. (Richelieu Wines, Jams & Jellies), State of Colorado, Denver Jewelry Co., New York Furniture Co., and Dundee Clothing Co.

•

GOLDMAN & WALTERS ADVERTISING AGENCY, INC.

75 State St., Albany, N. Y.
Phone: 5-8864
ABP—AFA

President.....Harry L. Goldman
Vice-Pres.-Treas.....Eleanor Chatham Walter
Secretary.....Louise Benay
Telepvision Producers.....Eleanor Chatham Walter, Louise Benay

Radio Accounts Placed — John G. Meyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., Standard Furniture Co., David's Women Apparel, Roxy Cleaners & Dyers, Stone's Liquor Dist., Halfway House, Albany Garage Co. & Appliance Dist., Drive-In Auto Theatres, Green's Stationers.

Television Accounts Placed — John G. Meyers Dept. Stores, David's Women Appparel.

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GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
AAAA—ANPA—PPA—ABP
Affiliated with Raymond R. Morgan Co. Hollywood, Calif.

President.....Clyde M. Joice
Vice President-Treasurer.M. Lewis Goodkind
Vice-President-Merchandising, Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors
Production Mgr.....George Richter
Ass't Space Buyer.....Jayne Batchelor

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Iowa Soap Co., Pine Forest Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., Mid-Continent Airlines, Inc., Priebe & Sons, Inc.

•

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone LOngacre 5-2616
APA—ABP—ANPA—PPA

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Director.....Arthur A. Kron
Exec. Vice-Pres. & Treas....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts Placed—Hartley's Marmalade, Lutheran Hour, R. L. Swain Tabacco Co.

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GRACE & BEMENT, INC.

2866 Penobscot Bldg., Detroit 26, Mich.
Phone Cherry 9400
ANPA—PPA—APA—NOAB

Pres. & Treas.....Edward R. Grace
Vice-President.....Austin F. Bement
Vice-Pres. Chg. Research & Media; Radio Time Buyer.....L. C. Grace
Secretary.....A. M. Ganoung
Production Manager.....Thomas C. Bacon
General Manager.....J. R. Bracken
Art Director.....Judson Ross
Account Executives.....Dean Leith, Richard Burke, J. R. Bracken

•

GRANT ADVERTISING, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 6500
ANPA—PPA—APA—ABP—SNPA—NOAB

President.....Will C. Grant
General Radio Director....Lloyd G. Harris
Radio Directors.....Harry Holcombs, James McClain.
Office Manager.....Ralph E. Ellis

Branch Offices

350 Fifth Ave., New York, N. Y.
Phone BRyant 9-6100

Office Manager.....Carl B. Wheeler
Director of Radio.....Morgan Ryan

2366 Penobscot Bldg., Detroit 26, Mich.
Phone Cherry 9400

V.P.-In Charge.....Edward R. Grace
General Manager.....Joseph R. Bracken

1313 Gulf States Bldg., Dallas 1, Texas
Phone Riverside 8121

V.P.-Southwestern Division.....Erle Racey
V.P.-Office Manager....Samuel W. Hepworth
Director of Radio.....Virginia Wiltten

515 DuPont Bldg., Miami 32, Florida
Phone 3-0773

V.P.-Caribbean Operations.....John A. Day
Office Manager.....Ray Lipe
Director of Radio.....Mary Thorpe

Offices in South America, Mexico, Canada, Cuba, England.

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GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9533
ANPA — PPA

Partner.....Julian P. Brodie
Partner.....Alan Green
Art Director.....Cecil Baumgarten
Production Director.....Sidney Sawyer
Radio Dept.....Julian P. Brodie

Radio Accounts Placed — Pieter deWitt, Inc.; Trade Bank & Trust Co., The Viking Press, The New School.

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900
ABP—ANPA—PPA—NOAB—APA—AAAA
President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Radio-Television Director....Marvin Corwin
Time Buyer.....Harriet Belille

Radio Accounts Placed—Dif Corp., Lambert Bros., Bucilla, Doughnut Corp., Easy-Do, Van Heusen, Simplicity, Tussy, LeLong, Hat Research Foundation, Hollander Furs & Hollander Corp., Kreisler Jewelry, Consolidated Razor Blade Co., Grolier Society Inc., BBD Corp., American Silk Mills, Mojud Hosiery, Miles Shoes, Orbachs, Macys.

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GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484
AAAA—ANPA—PPA—APA—APB—NOAB
ABC—ABP
President.....Kenneth W. Akers
Radio Director.....Earl R. Preble

Radio Accounts Placed — Fleetwing Corp., B. F. Goodrich Farm Service Tires.

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JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179
President-Treasurer .....Julian Gross
Exec. V.P.-Radio Time Buyer
Geraldine K. Ray
V.P.-Prod. Mgr.....Lester Kaufman

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GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, PEnnsylvania 6-8518
Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

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M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950
ABP — ANPA — PPA — NOAB
Montague H. Hackett
General Manager.....John P. Gilbert
Time Buyer.....Aida Stearns

Radio Accounts Placed—Riggio Tobacco Corp., Chatham Mfg. Co., William S. Scull (Boscul Tea).

•

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073
ANPA — APA
President.....H. Lyman Hart
Secretary.....M. Brinkman Hart
Vice President.....Harold E. Kennedy
Radio Director.....John P. Street

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone STate 0055
ANPA — PPA — APA — ABP — NOAB
President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts Placed—Hartz Mountain Products, Nelson Bros. Co., P. A. Starck Co., Sawyer Biscuit Co.

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HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 3000
ANPA—PPA—APA—ABP—NOAB—ABC
President .....W. B. Henri
Secretary .....W. D. McDonald
Treasurer .....J. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones

Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Russell M. Cunningham

Radio Accounts Placed — Network: Acme White Lead & Color Works, Ballard & Ballard Co., Inc., Skelly Oil Co. National Spot: Acme White Lead & Color Works, Fred W. Amend Co. (Chuckles), Ballard & Ballard Co., Inc., Carolene Products Co., John Morrell & Co., Skelly Oil Company.

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HILL ADVERTISING

250 Park Ave., New York, N. Y.
Phone, PLaza 3-7800
PPA—ABP
President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare

Radio Account Placed—Central Broadcasting Corp.

•

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Trinity 1453
ANPA—ABP—NOAB
Partner.....David S. Hillman
Partner.....Donald A. Breyer
Partner .....Hassel Smith

Radio Dept.

Director.....Charles F. Chaplin
Time Buyer.....Selma Schonfeld

Radio Accounts Placed—42 Oil Shampoo, 42 Hair Oil Tonic.

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HIXSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950
ANPA—PPA—APA—ABP—NOAB—PA of N. Y. C.
President & Gen. Mgr.....S. M. Morey
Vice-President.....Thos. E. Orr
V.-P. & Radio Director....L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....W. G. Carmody

Radio Time Buyer.....Kathryn Shanahan
Radio Accounts Placed—Richfield Oil Corp., Sinclair Refining Co.

•

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Owner, Sales, Buyer.....William F. Holland
Copy.....B. J. Holland
Art Director.....Dale Maxey
Research Director.....Jean Clark
Sales .....Clyde Hague
Continuity .....James Parson
Production .....Cress Meinhardt
Associate Mgr.....D. E. Holland

•

ROBERT HOLLEY AND COMPANY, INC.

RKO Bldg. Rockefeller Center, N. Y. C.
Phone CIrcle 6-2850
ABP—PANY

Pres. & Treas.....Robert Holley
Vice Pres. & Sec.....Saul S. Silverman

•

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850
AAAA—ANPA—PPA—ABP

President and Treasurer....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple, W. K. Dingledine
Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office
15 Lewis Street, Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy Co., Charles Gulden, Inc., Burnham & Morrill, E. L. Knowles Co. (Rubine), W. A. Taylor (Valliant Wine), Barco Laboratories (Cleanser), J. A. Wright & Co. (Silver Polish), Ivanhoe Foods Inc. (Teaspoon Onions).

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THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone WIckersham 2-3338

President-Treasurer.....H. S. Goodman
Secretary .....H. Knuth
Vice-President.....Everett F. Goodman

Branch Office
206 S. Spring St., Los Angeles, Calif.

•

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone Liberty 4714
AAAA—ABP—ANPA—PPA—APA

Vice-President & Radio Director, Wm. H. Eynon
Asst. to Radio Dir.....Sally Larkin

Branch Office
420 Lexington Ave., New York 17, N. Y.

Vice-Pres.....H. B. Humphrey, Jr.
Radio Accounts Placed—Rumford Chemical Works, The Christian Science Monitor, The Employers' Group Insurance Companies of Boston, First Church of Christ, Scientist, E. T. Wright & Co.

•

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester 4, N. Y.
Phone Main 3528
APA—ANPA—PPA—ABP—NOAB

President.....F. A. Hutchins
Secretary & Treas.....F. Irving Hutchins
Vice-Presidents.....J. P. McCarthy, Mosher S. Hutchins

•

IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
MUrray Hill 2-5204
ANPA—PPA

President.....Jesse T. Ellington
Vice-Presidents.....T. S. Strong, T. M. Keresey, C. L. Landon, G. F. Morrow, H. L. Hodgson, C. R. Marshall.

Radio Dept.

Media Director.....A. G. Graff
Radio Production.....Hal James
Radio Accounts Placed—Bayuk Cigars Inc., Sweets Company of America, General Baking Co., McKesson & Robbins Inc.

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JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 East 46th St., New York 17, N. Y.
Phone MUrray Hill 2-6995

President, Owner & Treas.....Joseph Jacobs
Vice-President & Prod. Mgr....Morris Unger
Time Buyer.....Joseph Jacobs
Talent Buyer.....M. Keilson
Radio Director.....Sholom Rubinstein
Script.....J. I. Freedman
Research .....Adele Cohen

•

JESSOP ADVERTISING CO.

First Central Tower, Akron 8, Ohio
Phone Franklin 3232
APA—ABP

President.....M. K. Jessop
Time Buyer.....Charles A. Jessop
Radio Director.....R. Gilbert

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THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351
APA—NOAB—AAAA—ABP—ANPA—PPA

President.....C. M. Robertson, Jr.
Vice-Presidents.....Stanley A. Willer, James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Wm. R. Frietsch, Jr.

Branch Office
580 Fifth Ave., New York City
Phone WIsconsin 7-5500

Manager.....Philip Meek

Radio Accounts Placed—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co., Miami Margarine, Ten-B-Low, Kutol Products Co., Fifth Third Union Trust Co., Hotel Netherland Plaza.

•

H. W. KASTOR & SONS ADVERTISING CO., INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331
APA—NOAB—ANPA—PPA

Officers

President.....Henry K. Kahn
V.P.-Treasurer.....A. G. Kastor
Secretary.....W. B. Kastor
V.P.-Radio Dept.....James H. Wright
Office Manager.....E. F. Fitch
Production Manager.....John F. Stoeckley
Account Executives.....H. Kastor Kahn, V. T. Mertz, James H. Wright.

Branch Offices
4858 Fountain St., St. Louis, Mo.
Phone Rosedale 1612

Manager .....Herman Kastor

Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co., Blackhawk Brewing Co., 8-In-1 Company.

•

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-6135

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
Vice Pres.-Sec.....W. R. Farrell
Vice Pres.....C. E. J. Clifford
Vice Pres.-Treas.....J. M. Van Horson
Media Director.....George Duram
Radio Director-New York.....Joseph Hill

Branch Office
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Granite 1631

Vice Pres., Radio Director....J. H. Wright

Radio Accounts Placed — Drene Shampoo (Procter & Gamble Co.).

•

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone WIckersham 2-2740
AAAA—ANPA—PPA—ABP

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Director of Radio.....Allen J. de Castro
Radio Producers & Continuity Writers, Nat C. Wildman, H. E. Hudgins, Alvan Sommerfield, Ruth Javos, Louise Moyer.

Branch Offices
8 South St., Baltimore, Md.
Phone Lexington 1500

Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan

Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco & Pompeian Products, Inc., Gibbs & Company, Inc., Maryland Drydock, Baltimore Transit Co.

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HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone District 7400
ANPA—APA—ABP—NAAN

Partner-Managing Dir.....Henry J. Kaufman
Partner-Radio Director.....Jeffery A. Abel
Partner-Creative Dir....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Jeffery A. Abel

•

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090
ABP—ANPA—PPA

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs

Radio Account Placed—Twentieth Century-Fox Film Corp.

•

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone Riley 1478
ANPA—AAAA—PPA—APA—ABP—NOAB

President.....Hal Keeling
Exec. V. P.-Time Buyer.....Don Collins
V. P.-Sec.....William Hutchinson

Radio Accounts Placed — Hastings Mfg. Co., Casite Corp.

•

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777
PPA—APA

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly

Radio Accounts Placed—Trems, Inc., Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Exec. Vice Pres.....Dwight Mills
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio..William B. Lewis
Asst. Director of Radio.....Robert D. Wolf
Manager-Time Buyer.....Frank Palmer
Radio Research Dir.....Richard Dunne
Radio Publicity Dir.....Hal Davis
New Programs-Talent....Donald W. Severn
Radio Copy Supervisor....Doris D. Smith
Director of Televison....William B. Lewis
Radio Producers.....Robert Brilmayer, John Hines, Arthur Moore, Andy Andrews, William J. Reddick

Branch Offices

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470
Vice-President in Charge...Chester A. Foust

1257 Penabscot Bldg., Detroit, Mich.
Cadillac 3608
Manager .....Ian Smith

512 Equitable Bldg., Hollywood 28, Calif.
Hillside 8368
Manager.....John Swallow

Sun Life Bldg., Montreal, Quebec, Canada
Plateau 9939
Manager.....Jack Raymond

Radio Accounts Placed—Network: Charles B. Knox Gelatine Co., Richard Hudnut. Wesson Oil & Snowdrift, Rock City, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup, 40% Bran, Pep, Raisen 40% Bran, Corn Flakes, Rice Krispies, Krumbles, Shredded Wheat, Variety Package, Omaha Feed), Pepperidge Farm, Stetson Co., S. B. Thomas Inc., R. B. Davis Co., Borden Co., American Fat Salvage Com., Chesapeake & Ohio, Ford Motor Co., Industrial Tape Corp., Waldorf-Astoria.

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H. M. KIESEWETTER, WETTERAU & BAKER, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025

ANPA — PPA — ABP

Ch. Bd.-President.....H. M. Kiesewetter
Treasurer.....E. T. Kiesewetter
Secretary.....L. G. Wallace
V.P.-Copy Chief.....Sam S. Baker
V.P.-Art Director.....R. Wetterau

Radio Accounts Placed—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York, N. Y.
Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA—APA—NOAB

Radio & Television Departments

Vice-President.....Cecil H. Hackett
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Phone Franklin 0673
Executive-in-Charge .....Grant Chamberlain

21 West 10th Street, Kansas City, Kans.
Phone Victor 1950
Executive-in-Charge .....David Mindlin

649 S. Olive St., Los Angeles, Calif.
Phone Trinity 7575
Manager .....Blaisdell Gates
Radio Dept.....Fred Becker

Radio Accounts Placed—National Spot: Bonne Bell Inc., Hornblower & Weeks, Koret of Calif., Odorono, Peggy Sage.

•

KIRCHER, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio
Phone 2151

PPA—ABP—ANPA—AAAA—APA

President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Gustave Sigritz
Radio-Tele. Dir.....Herman Land

•

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
Phone CIrcle 6-3660

President-Radio Account Exec..A. A. Klinger
Secretary, Treas. & Acct. Exec.....E. French

Radio Accounts Placed — Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, Bill Williams, Stanback Co., Ltd., Bridge Apparel Shops, Smilin' Irishman, Kent Motors, Ideal Motors, Price Motors, Superior Agencies, Inc.

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KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
Phone, SUtter 6110

AAAA—APA—ABP

President.....James C. Knollin
Art Director.....Norman Erickson
Space Buyer.....Alice Springer
Account Executives.....Robert H. Knollin, Thomas J. McNamara, Wm. A. Dunkle, John L. Hansen.

Branch Office

530 W. 6th St., Los Angeles 14, Cal.
Phone, VAndike 4057

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
AAAA—ABP—ANPA—APA—NOAB

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown
Secretary & Treasurer.....C. L. Greenwood
Radio Director.....Russell Neff
Dir. of Media & Research....Dr. A. R. Root
Radio Program Production....H. K. Painter
Radio Script.....E. B. Reeves
Time Buyer.....Dr. A. R. Root

Branch Office
415 Chanin Bldg., New York 17, N. Y.
Phone MUrray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUtter 6744
Vice President.....R. W. Stafford
Radio Production Manager....Hal Burdick
Radio Account Placed — General Mills, Inc., Pacific Gamble Robinson Co.

•

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343
ANPA—SNPA—NOAB—APA—PANY—NAAN—ABP

President.....Ernest Lee
Vice-President.....Marshall Smith
Secretary.....Homer Gentry
Account Executive.....Martha Haynie
Account Executive.....Mary Russell
Account Executive.....Essie Albert
Account Executive.....Edmunda Fry
Time Buyer.....Edmunda Fry
Radio Accounts Placed — Tennessee Brewing Co. (Goldcrest "51" Beer), Orgill Brothers & Co. (Admiral and O'Cedar), Capitol City Products Co. (Dixie Margarine), Colonial Baking Co. (Colonial Bread).

•

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
NOAB—ABC—AAAA—ANPA—PPA—ABP

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens,
Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.
Director of Radio.....Myron P. Kirk
Radio Producers.....Alan Ward,
Wm. Templeton.
Time Buyer.....Georgina Dewey

Branch Offices
New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S. Tobacco Co., National Spot: Lear, Inc., General Motors, Benson & Hedges.

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J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.
Phone MUrray Hill 5-9145
ANPA—APA—PPA

President.....J. R. Kupsick
Vice President.....Saul Kampf
Radio Director.....Jerry Law
Space Buyer.....E. M. Fordsman
Radio Accounts Placed—Arco Publ. Co., Hecht Co., N. Y. Auto Exchange, Greiner Motor Sales, Maple Motors, Paul Kaskali, Cascade Laundry, United Institute of Aeronautics, Ben Marden's Riviera.

•

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.
Phone 5-1571
APA—ANPA—PPA—SNPA

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Radio Director.....Clark R. Brown
Radio Accounts Placed—Plough, Inc., The Piso Co.

•

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V. P. General Manager.....Frank W. Mace
Radio Accounts Placed—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

•

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260
ANPA—ABP—NOAB—APA

President.....A. Wm. Landsheft
Service Manager.....H. L. Barber
Business Manager.....E. T. Drullard
Radio Dept.....H. L. Barber, C. Corritore
Radio Accounts Placed — Fairmont Creamery, Co., Kendall Refining Co., Leonard Warehouses, Liberty Bank of Buffalo, Loblaw Groceterias.

•

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
AAAA—ANPA—ABP—PPA

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower

Vice President.....Richard P. Dodds
Vice Pres. Service Director..Martin J. Cohn
Radio Director.....A. B. Fisher
Radio Accounts Placed — Railley Corp., Yellow Cab Co., Texas Distributing Co., Grand Appliance Co., Brewing Corp. of America, Miller-Becker Co., Hirsch Laboratories, World Publishing Co.

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LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738
APA—ANPA—PPA

President.....A. M. Salomon
Account Executive.....Wendell Walker

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LEEFORD ADVERTISING AGENCY

432 Fourth Ave., New York 16, N. Y.
Phone MUrray Hill 4-7116-17
PPA

President-Radio Director.....David D. Lee
V.P.-Treasurer.....W. C. Hoyt
Radio Account Placed — Remington-Rand, Inc., American Writing Machine Co.

•

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500
ANPA—APA—NOAB—PPA

President.....A. P. Lefton
Vice-Presidents.....G. W. Wolfsten, P. Brown.

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-4340

Vice-Presidents.....R. J. Herts, M. S. Gladstone, R. J. Misch
Radio Director.....Carl Mark

435 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9511

V.P.-Manager.....E. G. Foreman, Jr.

•

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202
ABP — PPA — ANPA

Partners .....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Bob Cragin
Radio Assistant.....Cecil Woodland
Time Buyer.....E. Van Valkenborg
Radio Producers....E. F. Flynn, R. S. Cragin
Television Producers....G. R. Nelson, E. F. Flynn
Radio Accounts Placed—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros. Furniture, Saratoga Vichy Spring Co., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Morris Plan Bank.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB

President.....P. W. Lennen
1st Vice President.....R. W. Orr
Exec. V.P.-General Manager....Ray VirDen
V.P.-Ass't. Secretary....Reginald Townsend
V. P.-Radio.....Mann Holiner
Secretary.....A. L. Lynn
Ass't to President.....Eldon Sullivan
Vice President.....Thayer Ridgway
Associate Copy Chiefs.....William Todd, Gladys Phelan, Marjorie Paul.
Radio Copy Chief.....Peter Keveson
V.P.-Media.....Catherine V. Parker
Space Buyer.....Arthur U. Ude
V.P.-Production.....Michael J. Madar
V.P.-Exec. Art Director.....Hans Sauer
V.P.-Art Director.....Jacques Zuccaire
Art Consultant.....Clark Agnew
Art Directors.....Shepard Sheridan, Ted Sandler, Stephen Biggs.
Radio Director.....John W. Loveton
Radio Time Buyer.....Virginia Butler
Research Director.....Arthur Livingston
Treasurer.....C. C. Seedorf
Ass't. Treas.-Pers. Dir....Barron R. Proctor
Television Producers.....Mann Holiner, Ted E. Sherdeman.

Branch Office
308 N. Rodeo Drive, Beverly Hills, Calif.
Phone Crestview 1-7221

V. P.-Radio.....Mann Holiner
Ass't. in charge-Radio....Ted E. Sherdeman
Business Manager.....William L. Card
Radio Director.....Travis D. Wells
Radio Accounts Placed — American Car and Foundry Co., The Andrew Jergens Co., Bacardi Imports, Inc., Calvert Distillers Corp., Carstairs Distilling Co. Inc., Dell Publishing Co., Lehn & Fink Products Corp., P. Lorillard Co., Perfume Schiaparelli, Inc., Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Co.

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TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2
ABP — ANPA — APA

President .....Ted Levy
Production Manager.....William Robertson

Radio Dept.
Radio Director.....Barbara D. Aiton

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A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545
AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin, S. M. Weiss
Traffic Mgr.....S. Levin

Account Execs.....Maurice Marks, S. B. Mandell, Harold Moss, John Herrmann, Kenneth Rader.

Branch Office
11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot: Harvel Watches, June Dairy Products Co., The Corsetorium.

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ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235
ABP—ANPA—PPA—NOAB—APA

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint, Arthur Grove, Don Johnson

Radio Accounts Placed—Minneapolis-Honeywell.

•

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
APA—AAAA—ABP—ANPA—PPA—NOAB

General Partner.....Leon G. Livingston
General Partner.....W. C. Day

Branch Office
155 E. 44th St., New York 17, N. Y.
Phone VAnderbilt 6-0272

General Partner-Mgr.....E. B. Krough

Radio Accounts Placed—Colgate-Palmolive-Peet (Peet's Granulated Soap), Simon Mattress Mfg. Co., Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

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LLOYD, CHESTER & DILLINGHAM

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-8800
ANPA—PPA—NOAB

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan

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LOCKWOOD - SHACKLEFORD ADVERTISING AGENCY

122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801
ANPA—NOAB—APA

President.....M. W. Shackleford
Secretary-Treasurer....Russell N. Lockwood
Vice President.....Murray Chotiner
Director of Radio.....David R. Fenwick
Manager.....Lou Holzer
Radio Producers.....David R. Fenwick, Lou Holzer, Gene Herman, Robert M. Purcell.
Television Producer.....Lou Holzer

Branch Offices
6233 Hollywood Blvd., Hollywood 28, Calif.
Phone Gladstone 6131
75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883
420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

Radio Accounts Placed — Los Angeles Brewing Co., Packard-Bell Co., Industrial Management Corp., Breakfast Club Coffee, Inc., Los Angeles Furniture Co., Kings X Flavor & Extract Co., Nutritional Research Products, Inc., McKay Jewelers, Mission Stove Co.

•

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
Phone Trinity 8194
ANPA—AAAA—PPA—APA—ABP

Partner.....Dudley L. Logan
Partner.....J. C. Arnold

•

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

President.....L. R. Wolfe
Director of Radio.....E. J. Sperry
Supervisor of Syndicated Programs, Robert S. Graham
Hollywood Producer.....Paul Quan
New York Producer.....Terry Coe

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising.

•

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888
ANPA — ABP — PPA — APA

Partners.....Earle Ludgin, V. R. Bliss, J. H. Caro, Montgomery N. McKinney, Edward Ernstein.
Radio Director.....V. R. Bliss

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MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary .....Olga Rummel
Production Mgr.....E. M. Pippen

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

•

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA—PPA—ABP—APA—NOAB

President.....Hays MacFarland
Secretary-Treasurer.....B. G. Ruttingh
General Manager.....Allen B. Dicus
Radio Director & Producer.....Evelyn Stark

Branch Office

RCA Bldg., New York, N. Y.
CIrcle 6-2890

Partner.....A. E. Aveyard
Radio Director.....H. C. Klein
Gen. Mgr.....George MacGovern

Radio Accounts Placed—Network: Curtis Publishing Co., Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Burma-Vita Co., United Wallpaper, Inc., Curtis Publishing Co., Northwestern Yeast Co., Zenith Radio Corp.

•

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
CBA—CAAA—CRNA—CWNA—CNN & PA

President-General Manager..J. A. MacLaren
Vice President-Assistant General Manager.....E. V. Rechnitzer
V.P.-Ass't G. M.....James Ferres
Vice-President-Treasurer.....I. E. Reynolds
Secretary.....G. T. Scroggie

Radio Dept.

C. M. Pasmore, M. Rosenfeld,
H. H. O'Connor, Hugh Horler
J. G. Herald

Branch Offices

900 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556

Office Manager.....E. H. H. Smith

911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 26-622

Office Manager.....E. P. Thompson

305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Office Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers, S. F. Lawrason Co., Dalglish (Ont.) Ltd.; National Spot: Bulova Watch Co., Ltd., Canadian Life Underwriters, People's Credit Jewelers, O'Cedar of Canada, Tuckett Ltd.

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MALCOLM - HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago 4, Ill.
Phone Webster 2110
ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....Arthur M. Holland
Account Executive.....H. A. Barkun
Account Executive.....M. G. Holland
Copy Chief.....Ray Freedman
Radio Director.....Ray Freedman
Radio Continuity.....Ruth Hudson, Eileen Reitz, Nikki Kaye.
Radio Producers.....Ray Freedman, Nikki Kaye, Lynn Burton.

Radio Accounts Placed — Dad's Root Beer, Mrs. Klein's Potato Chips and Popcorn, Cimino Wines, Legion Ice Cream, Clinton Watches, Roller Derby, Chicago Horse Show, Chicago Daily Times, Alert Laundry, Rubin's Apparel, Hollands Jewelry, Newart's Chicago Coliseum, Armory, Arcadia Gardens, Knox Chemical Co. (DDT Insecticides), Fij-Oil Shampoo, Joy Candies.

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DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1422
ANPA—ABP—PPA—APA

Owner .....David Malkiel
Secretary .....Martha Brest
Radio Dept.....Harry Weinbaum, Martin Kadis, Morey Schwartz, Harry Lawrence

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Drive-In Theaters, Inc., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuice Oranges, Corner House, Franklin Insulation Co., Freda's Restaurant, Artie Clothes, Richards Clothing Co.

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MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619
APA

Account Executive.....D. P. Nathanson
Account Executive.....Meyer Gold
Account Executive.....Jean Hadley
Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley

Talent Buyer.....Bruce Sielaff
Producers.....D. P. Nathanson, Jean Hadley

Television Dept.

Director.....D. P. Nathanson

Radio Accounts Placed—Red Devil Soot Remover, Snyder's Drug Stores, Janney Best Paints, Pfunder's Tablets, Char-Tex.

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MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-2022
ANPA—PPA—ABP—APA—AAAA—NOAB

Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio.....Curt Peterson

Radio Account Placed—Standard Oil Co. of N. J.

•

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450
ABP—ANPA—PPA—SNPA

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary .....Carle Rollins
Vice-Presidents.....Lester Loh, Wilfred S. King, W. T. Okie.
Director of Radio.....John Bates
Time Buyer.....Edna Cathcart

Radio Accounts Placed — Ludens, Inc., Canada Dry Ginger Ale & Spur, International Salt Co., Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills, Dura-Gloss.

•

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7
ABP—ANPA

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
Treasurer .....Bruno Schnabel
Copy Chief.....M. Eloise Eichler
Time Buyer.....Joseph M. Finkle
Production Chief.....Archie M. Finkle

Radio Accounts Placed—Candy Mart Stores, Inc., Eclipse Food Products Corp., Inlaid Optical Co., National Glass Co., Shiloh Bottling Co., Metropolitan Theaters, Apex Tire, Inc., Berry Clothing Co., Eastern Scientific Co., Lincoln Trust Co., Low Supply Co., Progress Ice Cream Co., I.C.T. Bus Co., Stadium Motor Sales Co.

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MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA—PPA—APA—ABC—NOAB—TAB—CCA

President.....Lou R. Maxon
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm, P. Pumphrey.

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.....W. Ray Baker

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty

Radio Accounts Placed — Gillette Safety Razor Co., Pfeiffer Brewing Co., Griesedieck Western Brewing Co., General Electric Co., H. J. Heinz Co., Ford Dealers Advertising Fund, Duotone Co.

Television Accounts Placed — Gillette Safety Razor Co.

•

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.
Phone PRospect 0101
NOAB—ANPA—FAAG—APA

Principals.....Henry Mayers, J. R. Mayers, Arthur Mayers
Manager Radio Dept-Time Buyer..... Gertrude Stark
Writer-Production Manager.Jennison Parker Vern Davies

Radio Accounts Placed — Food Machinery Corp., Southern California Telephone Co., Fifth Street Store, Rose Peanut Butter, Grand Central Market, Pennzoil Co., Hendan Shirts, Hoffman Candy Co., Muller Bros., Dad's Root Beer, Live Food Products, Sears, Roebuck & Co., Firestone Stores.

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McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-7000
AAAA—ANPA—PPA—ABP—NOAB—ABC

President.....H. K. McCann
Chairman of Exec. Comm..Harrison Atwood
Exec. Vice-Pres.....Carl B. Robbins
Vice-Pres. and Manager of New York Office.....L. S. Briggs
Vice-Presidents (N.Y.)...Harrison Atwood, R. M. Alderman, J. L. Deane, L. E. Firth, Edward B. Graham, Marion Harper, Jr., C. A. Hoppock, Daniel W. Keefe, Howard Korman, Myron Lechner, E. D. Madden, J. J. McCarthy, W. E. McKeachie, H. A. Mitchell, C. A. Posey, R. W. St. Hill, John H. Tinker, Jr., R. E. Thompson, E. F. Wilson.
Secretary-Treas.....John L. Anderson
Vice-President in charge of Research, Marion Harper, Jr.

(*Radio Executives*)

Vice-President in charge of Radio, Lloyd O. Coulter

Executive Assistant to L. O. Coulter, Lawson Paynter
Vice-President in charge of Programs, Russ Johnston
Vice-President in charge of Hollywood Office.....Clarence Olmstead
Senior Producers.....Dorothy B. McCann, Carlo DeAngelo, Glan Heisch
Director of Time Buying and Station Relations.....William C. Dekker
Director of Radio Copy..William A. Franchy

Branch Offices

Chicago Office
910 South Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President-Manager...Homer Havermale
Vice-Presidents.....John Jameson, Walter C. Krause, A. W. Sherer, H. G. Smith, Sidney A. Wells

Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490
Vice-President-Manager.....A. A. Sommer

Detroit Office
2280 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9710
Vice-President-Manager.....D. C. Hight

Hollywood Office
6331 Hollywood Blvd., Hollywood 23, Calif.
Phone Hillside 8268
Vice-President-Manager...Clarence Olmstead

Los Angeles Office
448 South Hill Street, Los Angeles, Calif.
Phone Mutual 1181
Vice-President-Manager.....Burt Cochran

Minneapolis Office
1000 Hodgson Building, Minneapolis 1, Minn.
Phone Bridgeport 6801
Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie, John Pidgeon

San Francisco Office
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....M. S. Achenbach, Roswell Mochran, Clarence Hestorff, F. H. McCrea, Robins Milbank, C. F. Ohliger, C. E. Parsons

Portland Office
1308 Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager.....R. B. Calkins

Boston Office
31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468
Vice-President-Manager Watson M. Gordon

Radio Accounts Placed—New York: Chesebrough Mfg. Co., Emerson Drug Co., Fawcett Publications, Inc., Gruen Watch Co., Manufacturers Trust Co., National Biscuit Co., Pacific Coast Borax Co., Pearson Pharmacal Co., Pharma-Craft Co., Stromberg-Carlson Co., Stanco, Inc., Westinghouse Electric Corp.

Chicago: International Harvester Co., Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc., Swift & Co. (Brookfield Division).

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co., Southern Counties Gas Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluck Brewing Co.

Portland, Oregon: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corp., California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Co., General Brewing Corp., Hale Bros. Stores, Inc., Londonderry, Safeway Stores, Inc. (Coldstream Products Division).

Boston: John Hancock Mutual Life Insurance Co.

•

R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone 2323
PANY—SNPA

President.....R. E. McCarthy
Secretary.....M. A. McCarthy
Treasurer.....M. C. Benito
Time Buyer:.....R. E. McCarthy

Radio Accounts Placed—Borden's-Poinsettia Dairy, Southern Brewing Co., Peninsular Telephone Co., Lenfestey Supply Co., Pioneer Hire Co., Maas Bros.

•

McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens
Manager, Radio Dept.....Robert V. Suerth

Radio Accounts Placed—Chef Boy-Ar-Dee Quality Foods, Inc., Carey Salt Co., Schulze and Burch Biscuit Co., Comfort Manufacturing Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA—PPA—APA—OAAA

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Radio Producer.....Robert L. Redd
Time Buyer.....Evelyn Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

1428 RCA Bldg., New York 20, N. Y.
Phone COlumbus 5-2058

715 Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363

Radio Accounts Placed—Sealtest, Inc., Western Maryland Dairy, Southern Dairies, Chestnut Farms-Chevy Chase Dairy, Breyer Ice Cream Company, Quaker City Choc. & Conf. Co., Inc., Philadelphia & Reading Coal and Iron Co.

•

A. McKIM, LTD.

1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192
ANPA—APA

President.....James M. Baxter
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....D. E. Longmore

Electric Railway Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown

514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....H. S. Watson

376 Strand, W. C. 2, London, England
Manager.....H. Suffell

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MELAMED-HOBBS, INC.

1100 Hodgson Bldg., Minneapolis 1, Minn.
Phone Bridgeport 1225
ABP—ANPA—PPA—OAAA—NOAB
APA—ABC

President-Treasurer.....Louis Melamed
Secretary.....M. O. Gooder
Production Manager.Thomas L. B. Campbell
Radio Time Buyer.....J. F. Johns

Branch Offices

E-912 First National Bank Bldg., St. Paul 1, Minn.
Phone Garfield 5731
Manager.....W. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.
Phone State 9522
Manager.....F. C. Estey

Radio Accounts Placed—Hilex Co., Montgomery Ward & Co., Milk Foundation of Minneapolis, Bloomer Brewery, Chocolate Products Co., Hotel Dyckman, Furniture Exposition Mart, Batavia Metal Products Co., Griggs Cooper Co., Sanitary Foods, Minn. Farm Bureau Service Co., Minn. Farm Bureau Federation, Regan Brothers Co., S. & L. Department Store.

•

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA—PPA—AAAA—ABP

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio.....Nelson A. Shawn
Radio Space Buyer.....Annette Kennelly
Copy Chief.....M. E. Chon
Acct. Executives.....R. J. Rosenthal, John Lemmon, Mark Rizner, George Taylor
Television Producer.....Nelson A. Shawn

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin

Radio Accounts Placed—Wm. Wrigley Jr. Co., Mutual Health & Accident Assn. of Omaha, Illinois Meat Co., Balm Barr, Krank's Shave Kreme, Whiz Candy Bar, Peanut Crunch.

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C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-1010
ANPA—PPA—APA—NOAB

President.....C. L. Miller
Sec'y & Ass't Treasurer-Radio Director
George Carhart

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640
Manager.....I. M. Tuteur

Radio Accounts Placed—Corn Products Refining Co., Curtis Candy Co., Keeley Brewing Co., Cooter Brokerage Co., Gordon Baking Co., Peter Pan Baking Co., Dr. Swett's Root Beer Co.

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DAN B. MINER CO.

1151 South Broadway
Los Angeles 15, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
CAN—APA—PPA—ABC

President.....Dan B. Miner
Vice-Presidents.....John C. Morse, Alfred Rooney, I. M. Greer
Secretary-Treasurer.....M. R. Sweeny
Account Executive....Daniel W. Layman, Jr.
Radio Director.....B. B. Struble

Radio Copy.....R. W. Sampson, Leland L. DePriest
Time Buyer.....Marie Mazzulla

Branch Offices

(Affiliated with Continental Agency Network)

Radio Accounts Placed — Forest Lawn Memorial Park, Weber's Bread, Wilshire Oil Co., Dolly Madison Cakes, Log Cabin Breads, Forest Lawn Life Insurance, Coast-Currie's Ice Cream, Los Angeles Transit Lines, Dr. Ross Dog Food.

•

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482
ABP — ANPA

Radio Director.....Sydney Rubin
Radio Time Buyer.....Helen Munroe

Radio Accounts Placed—Network: Trimount Clipper Craft Clothes. National Spot: Barney's Clothes, San Gabriel Wine Co., National Shoe Stores.

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THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
PArkway 1178
PPA — ABP — ANPA

President-Treasurer....Chester C. Moreland
Vice-Presidents.....Wm. G. Steiner, Bryce L. Schurman
Secretary.....Walter H. Strauss
Radio Dept.....L. C. Schurman

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RAYMOND R. MORGAN CO.

6362 Hollywood Blvd., Hollywood 28, Calif.
Phone Hempstead 4194
AAAA—ANPA—PPA—PRB—NOAB

President.....Raymond R. Morgan
Executive Vice-President.....R. C. Temple
Vice-President & General Manager R. E. Messer
Radio Producers.....Wallace B. Ramsey, James C. Morgan
Television Producer.....R. E. Messer

Branch Offices

702 Hearst Bldg., San Francisco 3, Calif
Phone Exbrook 1211

Manager.....Porter Anderson

Affiliate

Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 1, Ill.
Phone Superior 6747

Representatives.....M. Lewis Goodkind, Clyde Joice

Radio Accounts Placed—J. A. Folger & Co., White King Soap, Scotch Soap, Kerr Glass, Campbell Cereal, Sparkletts Drinking Water Co., Knox Co., Planters Nut & Chocolate Co.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-6727

Chairman of the Board.....Allan T. Preyer
President.....Mansfield F. House
Vice-President.....J. P. Sawyer
Treasurer.....M. K. Burckett
Dir. of Media.....Herbert G. Selby
Prod. Mgr.....E. R. Harris
Director of Marketing.....L. E. Pickett
Copy Chief.....J. D. Lucas
Art Director.....J. J. Misley
Export Media Director.....Aurora Blando

Radio Dept.

Manager.....Chester C. Slaybaugh
Time Buyer.....Margaret J. Little
Dir. of Radio Prod.....John T. Mitchell

Radio Accounts Placed—Network: Vick Chemical Co., Prince Matchabelli, Inc.; National: Vick Chemical Co., Vitamins Plus, Alfred D. McKelvy Co.

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MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone, MUrray Hill 2-2651
PPA—APA

Partner.....Rose Moselle
Partner.....Henry Eisen
Prod. Mgr.....Bernard Segaloff
Art Director.....Frederick H. Cassens
Radio & Publicity.....Miss Margo

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MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone VAnderbilt 6-1828-9
ABP—PANY—APA—ANPA

President.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....Richard W. Bridges

Radio Accounts Placed—Harman Watch Co., Neoderm Inst., Ybry Perfumes.

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MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP—ANPA—PPA—NOAB—APA

President.....A. S. Cotins
Vice-President.....James N. Brown
Vice-President-Secretary.....Hugo W. Glaser
Vice-Pres.-Art Director....A. M. Huntington
Mgr. Media Dept.....Miss L. B. Mang
Acct. Execs.....George P. Hodges, F. S. Hubbell, L. B. Reigler
Mgr. Production Dept.....Fred Michel

Branch Office

420 Lexington Ave., New York, N. Y.

Radio Accounts Placed—West End Brewing Co., C. A. Durr Packing Co., Long's Ox-Heart Peanut Butter Co., Inc., Patent Cereals Co., Oneida, Ltd.

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NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 9-6835

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....J. J. Cueto

Branch Offices In:

Cuba, Mexico, Venezuela, Colombia, Brazil, Argentina, South Africa, India, Chili

Radio Accounts Placed—Carter Products, Inc., General Foods Corp., H. J. Heinz Co., Lambert Bros., Lever Bros. Co., Quaker Oats Co, Welch Grape Juice Co., Wm. R. Warner Co.

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NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

AAAA—ANPA—PPA—NOAB—APA—ABC

President.....Maurice H. Needham
Vice-Presidents.....John H. Louis, Melvyn Brorby, W. Raymond Fowler, Harry E. Phelps, William D. Horns
Vice-President, Media & Markets Otto R. Stadelman
Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyl
Radio Director, Chicago Office..Alan Wallace
Radio Manager-Producer, Hollywood Office .....Frank Pittman
Assistant Producer.Frances Van Hartesveldt

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Phone Granite 7186

Manager.....Frank Pittman

Radio Accounts Placed: Kraft Food Co. (The Great Gildersleeve), S. C. Johnson & Son, Inc. (Fibber McGee and Molly), Swift & Co. (Swift Cleanser), Wieboldt Stores, Inc. (Local).

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NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-4230

President.....William Rogow
Acct. Exec.-Time Buyers....William Rogow, Don Ball
Copy Chief.....Stewart P. Brown
Personnel Director.....Harriet Barnett

Radio Accounts Placed—Bond Stores, Inc., Melville Shoe Corp., Sears Roebuck & Co., Joseph Martinson & Co., Abraham & Straus, Inc., Ruby Lane Stores, J. W. Beardsley's & Sons, Filtrex Co., Inc., Stern's Nurseries.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone AShland 4-4900

AAAA — ANPA — PPA — ABP — PRB — NOAB—SAAA—SNPA

Partners.....Clarence D. Newell, William Reydel, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobridge, F. H. Walsh, G. S. Fowler, T. J. Maloney
Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy

Radio Accounts Placed—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

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THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155

AAAA—ANPA—ABP—NOAB

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff

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NEWMAN, LYNDE & ASSOCIATES, INC.

(Formerly Associated Advertising Agency, Inc.)
400 Florida National Bank Bldg., Jacksonville, Fla.
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAG

President.....M. T. Newman
Executive Vice-President.....Hunter Lynde
Vice-President.....Gordon Stewart
Time Buyer.....Charles E. Gressle
Radio Producer.....Mary Miller

Radio Accounts Placed—Foremost Dairies, Jax Beer.

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OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-2-3

ANPA—PPA—NOAB—ABP

Partner.....Irwin A. Olian
Vice-President.....Harold A. Thomas
Vice-President.....J. Walter Goldstein
Radio Director.....Julian Miller
Radio Time Buyer.....Margaret Hart
Radio Producer.....Harold Kaye

Branch Office

334 Pure Oil Bldg., Chicago 1, Ill.
Phone State 3381

Vice-President.....I. J. Wagner

Radio Accounts Placed—Lewis-Howe Co., General Grocer Co., Confections, Inc., Bisceglia Brothers Wine Co., Paul F. Beich Co., John G. Ayars Co., Eagle Stamp Co., Columbia Brewing Co., Horlacher Brewing Co., Atlas Brewing Co., Schoenhofen-Edel-

weiss Co., Cardinal Diamond Ring Syndicate, Western United Dairy, Hardy Salt Co., Alton Boxboard Co., Missouri Brewers' Association, Grove Laboratories, Inc., National Waste Paper Conservation Campaign.

•

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television
David Hale Halpern
Vice-Persident.....John C. Burton
Vice-President.....Walter R. Greenlee
Director of Media.....Marc Seixas
Radio Research.....Patricia Prichard

•

MERRITT OWENS ADVERTISING AGENCY

201 Commercial National Bank Bldg.
Kansas City 12, Kans.
Phone Dr. 7250

ABP—ANPA—APA

Owner-Account Executive....Merritt Owens
Account Executive.....John J. Goetz
Account Exec.-Production Mgr.
C. Arthur Smith
Art Director.....Felix F. Kubicki

Radio Accounts Placed—Interstate Moving & Storage, Junge Biscuit Co., Leo Stern (Photographer).

•

FRANK OXARART CO.

672 S. La Fayette Park Pl.,
Los Angeles 5, Calif.
Phone Exposition 4191

President.....Frank Oxarart
Account Executive.....W. W. Harvey
Production and Media.....E. G. Michel

Radio Accounts Placed — Caltone Corp., Drop-O-Lemon; Ben Harris, Derma Regis; Soil-Off Manufacturing Co.; Fletcher Wiley Productions, Hollywood Barn Dance.

•

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA—CAN

President.....Wm. H. Horsley
Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office
Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland

Radio Accounts Placed—Fisher Flouring Mills Co., Washington Co-op Egg & Poultry Assn.; Spot: Fisher Flouring Mills Co., Imperial Candy Co., Oregon-Washington-California Pear Bureau, Yakima Valley Peach Bureau, N. W. Cherry Bureau.

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PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
VAnderbilt 6-0029

President.....C. H. Pearson
Asst. to President.....W. S. Booth

Radio Accounts Placed — Cooper Razor Blade Co.

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PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio-Television
Arthur Sinsheimer

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PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB
APA—ABC

President.....Thomas L. L. Ryan
Executive Vice-President..Harold B. Thomas
Vice-President.....E. G. Sisson, Jr.
Vice-President.....Ernest P. Zobian
Treasurer.....Harold B. Thomas
Secretary.....H. C. Sutherland
Assistant Treasurer.....W. F. Cantrell
Supervisor Nighttime Radio..Joseph S. Bell
Supervisors Daytime Radio
Elizabeth C. Shay, William Barrett
Radio Copy Chief.....Cyril J. Mullen
Time Buyer.....Mary Dunlavey

Radio Accounts Placed—Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Chipso, Dash).

•

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268

ABP—ANPA—PPA—SAAA
SNPA—NOAB—APA

President.....Jack N. Pitluk
General Manager.....Norman D. Schwerke
Visualizer.....C. R. Cusick

Art Director.....Gus J. Wild
Production Manager.....Fred G. Allen
Radio Production Manager.....Perry Dickey
Continuity Director.....Rena Lynn
Radio Copyrighter.....Harry Cordero

Radio Accounts Placed—Pearl Brewery, Gebhardt Chili Powder Co., San Antonio Drug Co., Taylor Bedding Co., Volk Brewery, Fehr Baking Co., The Starkist Co., Dairyland, Coca Cola Bottling Co., Handy Andy Stores, Henke & Pillot, Inc., Roegelein Provision Co., Alamo National Bank, Pioneer Flour Mills, Ragsdale Foods Co., Wolff & Marx, Joske's of Texas, The Vogue, S. W. Cattlemen's Assoc., Kaufman's, Inc., Shaw Jewelry Co., The Gunter Hotel, Bexar County National Bank, Shepherd Laundries.

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R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433
ABP—NOAB—ANPA—PPA—OAAA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer .....Jerry McKee
Radio Dept.....Connie Joan Connor, Janice Eastland

•

POTTS-TURNBULL ADVERTISING CO.

912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400
ANPA — PPA — APA — NOAB — ABP

President .....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary .....G. F. Magill
Treasurer .....E. T. Chester
Time Buyer.....B. G. Wasser
Radio Director.....N. P. Rowe

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SAYRE M. RAMSDELL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900
ANPA—PPA

President.....S. M. Ramsdell
Exec. Vice-Pres. & Treas.....E. B. Loveman
Vice-President.....F. A. Hutchins

Radio Account Placed — Philco Hall of Fame.

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CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

President-Director of Radio.
Chas. Dallas Reach
Vice-President.....Howard E. Sands
Vice-President.....Edw. C. Stover, Jr.
Vice-President-Radio...Charles A. King, Jr.
Secretary.....F. R. Risley

Branch Office
6 E. 45th St., New York 17, N. Y.

Radio Accounts Placed—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

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THE L. W. RAMSEY ADVERTISING AGENCY

Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA—PPA—ABP

Partner & Gen. Manager.....L. W. Ramsey
Partners.....E. G. Naeckel, A. C. Naeckel, W. J. Henderson, George Bischoff
Partner & Service Dir.....A. M. Walgren
Production Mgr.....Wayne H. Ross
Technical Consultant.....W. A. Giraldi

Branch Offices
230 N. Michigan Ave.,Chicago 1, Ill.
Phone Franklin 8155

President.....L. W. Ramsey
Vice-President & Gen. Mgr.....F. L. Eason
Vice-Presidents.....N. B. Langworthy, L. H. Copeland
Production Manager.....Vito M. Volino
Secretary.....E. G. Naeckel
Art Director.....E. J. McCabe
Radio Dir.....Fred Herendeen

406 E. Superior St., Fort Wayne, Ind.
Phone Anthony 9396

Manager .....Frank Dunigan

1509 Cross Roads of the World,
Hollywood 28, Calif.
Phone Hollywood 1732

Partner-General Manager.....L. W. Ramsey
Partners.....E. G. Naeckel, A. C. Naeckel, W. J. Henderson, George Bischoff

Radio Accounts Placed—F. W. Fitch Co., National Oats, Bituminous Casualty Corp., Victor Animatograph Corp., Voss Bros. Mfg. Co.

•

THE RANDALL COMPANY

75 Pearl St., Hartford, Conn.
Phone 7-1179

Radio Director.....Catherine A. Gilbert

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REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3
ANPA—PPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
President .....E. F. Johnstone
Treasurer.....L. L. Redfield
Secretary .....A. Hollander
Secretary.....G. Hepenstal
Radio Time Buyer.....N. Cordano
Radio Publicity.....M. E. Maddock

Radio Accounts Placed—Block Drug Co., Stera-Kleen, Allenru; Wool Novelty Co., Inc., Woolfoam; Ceda Distributing Co., Valse de Fleurs Toiletries; Howard Clothes, Inc.; Wine Shipper Import Corp.

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EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA

Owner.....Emil Reinhardt
Copywriter .....Dave Lane
Artist Dir.....Robert Shelton
Artist .....Edna Shelton

Radio Dept.

Manager .....Joseph Connor
Time Buyer.....Mildred McMahon

Radio Accounts Placed—Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, S. F. Brewing Corp., Breuner's, Kahn's, Pacific Guano Co., Central Bank, Mothers Cake & Cookie Company.

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REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COlumbus 5-7733
ANPA — ABP — PPA — APA

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

•

RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
Phone 7-0241

President & Treasurer.....Harry D. Resnick
Secretary.....Harvey N. Ladin
Radio Dept. Manager.....Ellen Simmons

Branch Offices

75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC

77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG

26 Custom House St., Providence, R. I.
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

•

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636

President-Treasurer-Time Buyer, C. E. Rickerd
Treasurer.....Geo. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

RILL ASSOCIATES

507 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 2-5147

President.....I. R. Hill
Exec. Vice-Pres.....B. N. Hill
Space Buyer.....L. Denis
Art Director.....M. Desmond
Radio Dir. & Radio Time Buyer.....B. Newmark
Charge Copy.....S. Chalfin
Publicity.....P. Leighton
Account Executives.....I. R. Hill, B. N. Rill, L. Denis

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ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760
ANPA—APA—PPA—NOAB

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PEnnypacker 2766

In Charge.....Guy C. Pierce

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts Placed—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

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RONALDS ADVT. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Que.
Phone Plateau 4803
ANPA

President.....Russell C. Ronalds
Vice-Pres.....E. M. Putnam
Treas. .....Angus Ahern
Radio Dir.....Frank Starr
Radio Producers.....Kenneth O. MacLeod, Cecelia Long, Norman K. Vale

Toronto Office

New Wellington Building, Toronto, Ontario
Radio Dept.....R. J. Avery

Radio Accounts Placed—National Breweries Limited, McColl-Frontenac Oil Co.,

Ltd., Bristol-Myers Co. of Canada, Ltd., Canadian Industries Limited (Paint & Varnish), United Rexall Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Pacquin's Hand Cream, Glyco-Thymolene, Roe Farm Milling Company.

•

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420

ANPA—PPA—APA—ABP—NOAB

President & Dir. of Copy & Plans, Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Economist.....Walter Alwyn-Schmidt
Research Director.....Sam Haven
Copy & Plans.....Harrison J. Cowan, H. B. Sadler, Joseph Ellner
Radio Dept.....Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver

Radio Accounts Placed—Longine-Wittenaur Watch Co., Gleam Shampoo, Myer 1890 Beverages.

•

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592

AAAA—APB—PPA

President.....C. L. Rumrill
Vice-President-Art Director.....J. E. Porter
Secretary-Treasurer.....E. A. Rogers
Production Manager.....C. W. Gibson
Time Buyer.....J. Lawrence Kennedy

Radio Accounts Placed—Genesee Brewing Co., The Pfaudler Co.

•

RUSSEL AND ROBERTS AGENCY

7 Church St., Paterson 1, N. J.
Phone ARmory 4-3400

President & Treasurer.....Abram Eisenman

Radio Accounts Placed—New Jersey State Industrial Union Council-C. I. O., American Labor Party.

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RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400

AAAA—ANPA—PPA—ABP—NOAB—APA

Chairman of the Board.....F. B. Ryan
President.....F. B. Ryan, Jr.
Senior Vice-President & Treasurer Cal J. McCarthy
Executive Vice-President....Everett J. Grady
V-P & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gordon
V-P & Director of Radio..Donald D. Stauffer
V-P & Co-Director.....S. Heagan Bayles
V-P in Charge of Radio Programs Merritt W. Barnum, Jr.
Talent Buyer.....Willson M. Tuttle
Business Manager-Radio Department C. T. Ayres
Production Directors.....Ted Huston, Jack Van Nostrand, Lee Cooley, Robert Steel, Fred Essex, Willson Tuttle, John Wellington, John C. Cole, Phillip Cohen, Grant Y. Flynn.
Radio Commercial Supervisor Regina Morgan
Time Buyer.....T. C. Fisher
Casting Director.....Kathleen McMahon
Publicity Director.....Grant Y. Flynn

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
Franklin 0485

Executive Vice-President.....Paul E. Watson
Vice-President-Director of Radio Ros Metzger
Production Director.....N. E. Heyne
Media Manager.....Albert R. Callies
Charge of Script.....A. E. Trask
Business Mgr. & Time Buyer..Holly Shively
Charge of Television.....Fran Harris
Charge of Commercials.....Irene Small

7430 Second Blvd., Detroit 2, Michigan
Phone Madison 1980

V-P & Manager.....Mathew J. Casey

812 Olive St., St. Louis 1, Mo.
Phone Main 0127

V-P & Manager.....Oscar A. Zahner

1680 North Vine St., Hollywood 28, Calif.
Phone Hillside 7593

V-P & Pacific Coast Mgr.....John H. Weiser
V-P & Radio Director.....Nate Tufts
Production Directors.....Don Clark, Sam Pierce, Dave Young, Robert Ballin, Kenneth Hodge, Knowles Entrikin.

712 Main St., Houston 2, Texas
Phone Charter 4-1741

Manager.....W. Van A. Combs

235 Montgomery St., San Francisco 4, Calif.
Phone Edgebrook 4616

Manager.....Herbert O. Nelson

1218 3rd Avenue, Seattle 1, Wash.
Phone Main 6727

V-P & Manager.....F. G. Mullins

Carew Tower, Cincinati 2, Ohio
Phone MA 2413

Manager.....John L. Magro

80 Richmond Street W., Toronto, Canada
Phone Adelaide 4069

Manager .....Douglas Philpott

Radio Accounts Placed—American Tobacco Company, Bendix Home Appliances, Inc., Chrysler Corporation, Delaware, Lackawanna & Western Coal, Electric Auto-Lite Company (U. S. and Canada), Gilmore Oil Company, Griesedieck Bros. Brewery Co., Lever Brothers Company, Lever Brothers Limited, Noxzema Chemical Company, Pepsodent Co. of Canada, Ltd., Pharmaco, Inc., Quaker Oats Co., Jacob Ruppert Brewery, Taylor-Reed Corporation, G. Washington

Coffee Refining Co., Whitehall Pharmacal Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York, Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Bailey Schools, Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., David G. Evans Coffee Co., Fehr Baking Co., Form Fashion, Inc., Ident-O-Tag Co., Inter-Coastal Co., Kickaway Garments, Inc., Klein's Sporting Goods, Inc., Krey Packing Co., Lone Star Creamery, Martha Maid Mfg. Co., Natl. Bank of Commerce of Houston, New Century Beverage Co., Novel Ad Co., O'Connor, Moffatt & Co., Owl Drug Co., Regina Knit Sportswear Co., Roundy, Peckham & Dexter Co., Sears Roebuck & Co., Seattle Luggage Co., Wonder Orange Co.

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ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180

ABP — ANPA — PPA

President.....Maubert St. Georges
Exec. Vice-Pres.-Treasurer..Stanley J. Keyes
Assistant Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Secretary.....Louise D. Keyes
Copy Chief.....C. J. Masseck
Production Manager.....William Korcak
Media Director.....Charlotte Rains

Radio Dept.

Radio Director.....Victor Van Der Linde
Time Buyer.....Charlotte Rains

Radio Accounts Placed—Mattlage Products, Inc., Benjamin Moore & Co., Revere Copper & Brass, Inc., Bell Bakeries, Inc., Mido Watch Co. of America.

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SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

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MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 2-3708

Partners.....Marcel Schuloff,
Miriam C. Schuloff

Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone CIrcle 5-9090

ANPA—AAAA—PPA—APA—ABP

President.....Victor O. Schwab
Time Buyer.....Robert W. Beatty

Radio Accounts Placed — Book-of-the-Month Club, Omnibook Magazine.

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SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Partners.....Walter Schwimmer, R. J. Scott
Account Executives.....Fred Vosse,
Carl Kraatz, Harry Jobson
Time Buyer.....Evelyn Vanderploeg
Television Producer.....Alan Fishburn

Radio Accounts Placed—Coronet Magazine, Fox DeLuxe Brewing Co., Mandel Brothers, Sealy Mattress Co., Christian Business Men's Assn., Chicago Stadium, Walgreen Co., Peter Fox Sons Co., Chicago Daily News, Rudolph Wurlitzer Co., Helmco Lacy, Schutter Candy Co. (Old Nick), Congress Cigar Co., Studebaker Sales Co. of Chicago, Hirsch Clothing Co., Linco Products, Salerno Megowen Biscuit Co.

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RUSSEL M. SEEDS COMPANY, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

Officers

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Executive Vice-President.....George Bayard
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey,
A. D. Keyes, Harry Maus, E. G. Bentley
Radio Director.....Jack Simpson
Time Buyers.....June Jackson,
Hub Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding

Taft Bldg., Hollywood, Calif.
Phone, Granite 4185

Office Manager.....E. Brockhoff

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560

ABP

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Production Mgr.....M. Helfman

•

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts Placed—Skinner & Eddy Corp., Minute Man Soup.

•

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick
Radio Account Placed—Chas. E. Hires Co., Inc.

•

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 8000

ABP—ANPA—PPA—SAAA—APA

President .....Stuart Sherman
Chairman of Board.....Arthur Marquette
Radio Director.....Louise E. Tilden

Branch Office
10 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1550

Vice-President & Manager.....Carl S. Brown
Radio Director.....Morgan Ryan
Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), McLaughlin's Manor House Coffee, Campho-Phenique.

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DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone, LExington 2-7873

ANPA

President-Treasurer.....Douglas D. Simon
Vice-President.....Carolyn Glass
Secretary-Space Buyer.....Anita Chinkel
Account Executive.....Charles H. Sandak
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis, Tenn.
Phone 5-2404

SNPA—ANPA—APA—FAAA

President.....Milton Simon
Exec. V-P & Sec. Treas.....H. N. Gwynn

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SIMONS-MICHELSON CO.

LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Partners.....L. N. Simons,
L. J. Michelson
Radio Director.....Glenn Kyker
Production.....Art Copland
Radio Accounts Placed—Local: Schmidt's Beer, Pepsi Cola, Wigley's Super Markets, Colonial Dept. Store, Mac-o-Lac, B. Siegel Co.; Spot: Plasti-Kate, Benrus Watch, Blue Home Oil, Crown Furniture, Detroit Free Press, Detroit Times, Forest & Hudson Cleaners.

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SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIsconsin 7-8765

ANPA—PPA—APA

President.....Albert Seiffer
Secretary & Treasurer.....Marvin Small
Time Buyer.....Joya Krakauer
Radio Accounts Placed—Arrid, Allcock Mfg. Co., Souplets.

•

SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—APA—NOAB

President.....A. Carman Smith
Vice-President.....Harry C. Drum
Radio Account Placed—General Petroleum Corp.

•

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman
Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

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C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

President-Treasurer.....C. Jerry Spaulding

Asst. Treasurer.....M. Murray
Secretary .....H. H. Hartwell
Radio Accounts Placed — Radio Station WTAG.

•

RAYMOND SPECTOR COMPANY, INC.

595 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-1270
ANPA — PPA — ABP — NOAB

President.....Raymond Spector
Secretary.....Norman Jay
Treasurer.....Stella Koenigsberg
Vice-President.....N. C. Smith
Research Director.....Helen Egert
Time Buyer.....Edna Zimmerman
Television Producers.....N. C. Smith, Norman Jay.
Radio Accounts Placed — Staze, Inc., Macfadden Publications, McKesson & Robbins, Fiction Book Club, Lord Davenport Pipes, Ltd., Koral Tooth Powder, King David Memorial Park.

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SPITZER & MILLS LTD.

19 Richmond St., West, Toronto, Ont.
Phone WA 1151
CAAA—CDNA—CPPA—CAB

President.....G. F. Mills
Exec. Vice-President.....J. W. Spitzer
Account Executives.....W. H. Reid, J. R. Charles, J. G. Wallace, W. G. Wallace, T. G. Vatcher, D. Dunlop.

Radio Dept.

Director.....Wm. D. Byles

Branch Office

1010 Catherine St., W., Montreal, P. Q.
V.P.....C. W. Duncan
Radio Director.....Yves Bourassa
Radio Accounts Placed—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange, Cities Service Oil Co. Ltd.

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SPITZ & WEBB ADVERTISING

LaFayette Building, Syracuse 2, N. Y.
Phone 4-6868

Partner.....William Spitz
Partner.....Stephen M. Webb
Space Buyer & Acc't.....Rosemary Marioni
Radio Accounts Placed—C. E. Campbell & Sons, A. E. Nettleton Co., Best Ice Cream Co., People's Ice Cream Co.

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BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA—ANPA—PPA—ABP—NOAB

Head of Agency.....Barton A. Stebbins
Acct. Executive.....Arthur W. Gudelman
Program Director.....Edward Bloodworth
Time Buyer.....A. W. Gudelman
Radio Accounts Placed—Signal Oil Company, Shontex, Conditioner & Shampoo, E. F. Hutton Co., Ryan Aeronautical Co.

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HOWARD D. STEERE ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

Owner.....H. D. Steere
Production Manager.....Chas. R. Stout
Space Buyer.....G. Macauley

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STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone LOngacre 5-4610
PPA

Chairman of Board.....S. M. Brown
President.....Jos. S. Edelman

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STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArclay 7-3030
APA

Treasurer.....Samuel S. Sternfield
V.P.-Production Manager.....Philip Scheft
Secretary.....Frances C. Costello
Radio Director.....Alvin Samuels

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STOCKTON, WEST, BURKHART,

First National Bank Bldg., Cincinnati 3, O.
Phone Cherry 8325
AAAA-ANPA-PPA

President & Treas.....Wm. Z. Burkhart
Vice-Pres.-Secy.....Ranald S. West
Vice-President.....Erice W. Stockton
Radio Director.....Ranald S. West
Assistant Radio Director.....Jos. D. Nelson
Radio Accounts Placed—Ohio Oil Co., Clyffside Brewery, Cincinnati Gas & Elec. Co., Central Trust Banking Institution, Cincinnati Enquirer, Sperti, Inc.

•

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577

President.....Edward C. Stodel
Time Buyer.....Selma Schonfeld

Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

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CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.
Phone, MUrray Hill 6-2820
ANPA—PPA

Chairman Ex. Comm.....Charles M. Storm
Pres., Secy., & Radio Dir...Allston E. Storm
Exec. V.-P., Treas. & Space Buyer.....Edward Klein
Vice-President.....Lester Loeb
Vice-Pres., Radio & Television Director.....Raymond E. Nelson
Production Manager.....Paul Petrocine
Art Director.....Frederick Widlicka
Radio Time Buyer.....A. Loonam
Research Director.....Harry Chapperon
Account Executives.....A. E. Storm, E. Klein, L. K. Storm, L. Loeb, R. Chapperon.

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STRAUCHEN & McKIM ADVT.

6 East Fourth St., Cincinnati, Ohio
Phone Main 1618
AAAA—ANPA—PPA—NOAB—ABPA

Partners.....Edmund R. Strauchen, G. F. McKim Jr.
Radio Director.....L. Schaefer
Traffic Manager.....K. Amidon
Media Director.....J. Dillon
Production.....J. Diltz
Office Manager.....R. Steffen

Radio Accounts Placed — The George Wiedemann Brewing Co., The Queen City Bottling Co., L. R. Nunn Motors Co. Inc., Carroll Jewelry Co., Loring Andrews Co.

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STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

President.....H. K. Finney
Vice-President.....John F. Mayer
General Manager.....Robert Finney
Assistant General Manager....Frank Finney
Secretary.....F. S. Park
Treasurer.....Fred Hellar
Director of Radio.....Howard Miller

Radio Accounts Placed—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

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SWAFFORD & KOEHL, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860
ABP—ANPA—APA—NOAB

President.....Albert E. Koehl
Vice-President.....John R. Landan

•

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA—PPA—NOAB

Partner.....John F. Sweeney
Partner.....Frank G. James
Account Executive.....T. M. Gregory

Radio Account Placed—Network: Firestone Tire & Rubber Co.

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TECHNICAL ADVT. AGENCY, INC.

475 Fifth Ave., New York, N. Y.
Phone, MUrray Hill 3-5754

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J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-2000
AAAA — ANPA — ABP — PPA

President .....Stanley Resor
Secretary .....Howard Kohl
Treasurer.....Gilbert Kinney
Comptroller.....Luther O. Lemon
Senior Vice-Presidents.....Gilbert Kinney, Henry T. Stanton
Senior Consultant.....James W. Young
Vice-Presidents.....Lloyd W. Baillie
Henry C. Flower, Jr., Howard Henderson, Henry M. Stevens, William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, Robert T. Colwell, O'Neill Ryan, Jr., Anson Lowitz, Lew A. Greene, Arthur T. Blomquist, Don Francisco, Robert M. Gillham, Kennett W. Hinks, William C. McKeehan, S. Hunter Richey, Ruth F. Waldo.
Director of Media and Research Arno H. Johnson
Vice-President in Charge of Radio, John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Virginia Spragle
V.P.-Motion Pictures & Television Robert M. Gillham

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
V.P.-Manager .....Cornwell Jackson

410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303
Vice-President and General Manager, Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Willard F. Lochridge, Harry T. Mitchell
Radio Director.....Tyler Davis
Radio Time Buyer.....Margaret Wylie

100 Bush St., San Francisco, Calif.
Phone Garfield 3510

V.P.-Manager .....Arthur Farlow
Radio Time Buyer.....Lowell Mainland

612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591

V.P.-General Manager....Norton W. Mogge

Radio Accounts Placed—P. Ballantine & Sons, Bowman Dairy Co., H. C. Cole Milling Co., Elgin National Watch Co., Fanny Farmer Candy, General Cigar Co., Johns-Manville Corp., Kraft Cheese Co., Lamont P. Corliss & Co., Lever Bros. Co. (Lux Flakes & Lux Toilet Soap), Libby, McNeil & Libby, Mentholatum Co., Northern Trust Co., Parker Pen Co., Penick & Ford, Ltd., Planters Nut & Chocolate Co. (Planters Peanuts), R. C. A., Safeway Stores, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea, Fleischmann's Yeast, Blue Bonnet Margarine, Shefford Cheese, Royal Desserts), Swift & Co., Universal Pictures, Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., William Wrigley, Jr. Co., W. F. Young, Bowman Dairy Co., Calavo Growers of Cal., Desert Grapefruit Industry, Eastman Kodak Co., Ford Motor Co., Mutual Orange Distributors, Northrop Aircraft, Pharma-Craft Corp. (Fresh), Seven-Up Co., So. Calif. Citrus Foods, Spreckels Sugar Co., Textron, Inc., John T. Troll Co., Calif. Grapefruit.

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TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941

NOAB — APA

President & Time Buyer....F. L. Tomaschke
Vice President.....Bruce W. Elliott
Secretary.....William M. Maxfield

Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, Frozen Food Distributors, Inc.

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TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404

ABP—PPA—NOAB

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Treasurer.....George M. Pease
Vice-Presidents.....Hugh Donnell, J. F. Donovan
Account Executive.....Charles O'Neil

Radio Accounts Placed—Wilbert Products Co., John Opitz, Inc.

UNITED STATES ADVT. CORP.

612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466

ANPA—PPA—APA

Chairman of Board.....W. M. Canaday
President.....J. C. Ewell
Radio Manager.....A. J. Englehardt

•

VICTOR VAN DER LINDE, INC.

250 Park Ave., New York 17, N. Y.
Plaza 5-1180

President.....Victor van der Linde
Treasurer.....Charlotte Rains
Director of Radio.....Victor van der Linde
Time Buyer.....Charlotte Rains

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VANGUARD ADVERTISING

15 East 40th St., New York 19, N. Y.
Phone MUrray Hill 5-4686

ABP—PPA

Owner.....J. M. Russakoff
General Manager.....A. M. Ragonetti
Art Director.....Frank Haase

•

VANSANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400

AAAA—ABP—ANPA—PPA—NOAB

President.....Wilbur Van Sant
Executive Vice-President & Treasurer, H. K. Dugdale
Vice-President-Plans Chief.....J. P. Daiger
Vice-Presidents....R. E. Daiger, H. G. Erck
Vice-Pres-Business Manager.....C. D. Carr
Space Buyer.....G. M. Talbot

Radio Accounts Placed — National Spot: Sherwood Brothers, Inc., The Crosse & Blackwell Co., The Mercirex Co., H. J. McGrath Co., Rice's Bakery, The Wm. Schluderberg-T. J. Kurdle Co.

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VIDEOR ENTERPRISES

1629 Chestnut St., Philadelphia 3, Pa.
Phone Rittenhouse 6378

Managing Director.....Franklin O. Pease
Television Producer.....Franklin O. Pease

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WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.
Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.
Phone State 7369

ANPA—PPA—APA—NOAB

President.....Albert G. Wade
Exec. V.P.-Radio Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
SSecretary-Treasurer.....E. N. Nelson
Production Manager.....R. O. Archer
Account Executives.....W. A. Wade, E. N. Nelson, R. O. Archer, R. E. Dwyer, L. Davidson.

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

•

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900

ANPA—ABP—PPA—OAAA—APA—CAH

Partners.....William S. Walker, Benjamin I. Davis, Jr., C. P. Richardson, R. C. Woodruff.
Rodia Director.....R. C. Woodruff
Radio Production.....Victor Seydel
Radio Contact.....William G. Beal
Radio Producers.....Robert T. Gestrich, James Dooley.

Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor.....Victor Seydel

Radio Accounts Placed—Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Clearfield Furs, Inc., H. Lohrey Co.

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WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585

AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Treasurer.....Robert H. Hughes
Sec'y.-Asst. Treas.....Irving J. Paulus
Radio Director.....Tevis Huhn

Branch Office

6331 Hollywood Blvd., Hollywood, Cal.
Phone Hempstead 8163

Radio Accounts Placed — Larus & Bro. Company, Pabst Brewing Co., Equitable Life Assurance Society of the U. S.

Television Account Placed—The George Luft Co. Inc. (Tangee Cosmetics).

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430

ABP—PPA—NOAB—ANPA

President.....Norman D. Waters
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Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts Placed—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

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Phone Cedar 3777

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Associates.....Olga Marie Novak, Bess Lyman.

Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Twin City Wholesale Grocer Co., Minnesota State Optometric Assn.

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ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250

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Exec. V. P.-Treas.....Harold C. Desbecker
Art Director.....Victor Aures
Director of Radio.....William A. Mayhew

Radio Account Placed—Chalmers Gelatine Corp.

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Phone Tucker 4111
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Media Director.....E. Cousino
Radio Director.....W. H. Krauch
Radio Producer.....Gene Powers

Radio Accounts Placed — Capitol Milling Co., Hamilton Diamond Co., Hollywood Film Studios, Hollywood Pantages Theatre Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

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Research Director.....Thomas F. Hughes

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Production Manager.....Theo Gannon
Time Buyer.....William Gallow
Producers.....Theo Gannon, Bernard Prockter, Richard Lewis.

Radio Accounts Placed—Anchor Hocking Glass Corp., Helbros Watch Company, Emerson Radio & Phonograph Corp., Miss Swank, Air Wick (Seeman Bros.), Frank H. Lee Co.

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400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
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Radio Director.....Sylvan Taplinger
Copy Director.....Peter Artzt
Assoc. Copy Director.....Harold Wengler
Art Director.....Arthur Gordon
Production Manager.....Sally Green
Account Executive.....Joseph H. Curtis

Radio Accounts Placed — Columbia Pictures Corp., New York City; Albert Ahlers, Inc., Brooklyn, N. Y.; Paul V. Eisner & Co., New York City; Nedick's Inc., New York City.

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11 W. 42nd St., New York 18, N. Y.
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Branch Office
520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

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Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

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Phone, PLaza 3-7120

Vice-President.....R. K. Strassman

Guaranty Bldg., Hollywood 28, Calif.
Phone Hillside 9221

Radio Director.....Diana Bourbon

Radio Account Placed—Campbell Soup Co.

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Space Buyer.....Edith M. Knoth

Radio Accounts Placed—Railroad Federal Savings Association.

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Phone MUrray Hill 4-2756

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Radio Account Placed—Harrisburg Steel Corp.

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Phone Ashland 4-8400

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FCC Regulations Regarding Broadcasting Applications and Rules Applicable to Stations Engaged in Chain Broadcasting, will be found on pages 198 and 203 respectively, in the 1944 edition of Radio Annual.

For additional FCC data, including FM and Television, please refer to the Editorial Index of this issue.

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BI-MONTHLY. 203 North Wabash Ave., Chicago, Ill. Phone, Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y. Phone, CIrcle 7-4131. Staff: Rod Reed, Jess Benton, Charles Emge, 748 N. Rampart Blvd., Los Angeles, Calif.

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WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Robert U. Brown; General Manager, Charles T. Stuart; Editor, Chicago Office, 361 N. Michigan Ave., G. A. Brandenburg; Advertising Representative, San Francisco Office, Mills Bldg., & Los Angeles Office, 408 Pershing Sq. Bldg., Duncan A. Scott.

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Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell.

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Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill.; 68 Post St., San Francisco, Cal.

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The Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood 28, Cal. Phone, Hillside 7411. Editor-Publisher, W. R. Wilkerson; Editor - General Manager, Thomas F. Seward; Radio Editor, Karl Sands. BRANCH OFFICES: 229 W. 42nd St., New York, N. Y. Phone, WIsconsin 7-2470. Manager, Jack Harrison; 6417 Dahlonga St., Washington, D. C.; 542 Park West, Marble Arch, London, Miriam Maisel, News Correspondent; Stockholm, Kungsgatan 28; Buenos Aires, P. O. Box 1657, Vincent DePascal, South American Bureau Manager; Mexico Office, Manuel Reachi, Tennyson 85, Polanco, Mexico City; Sidney N. S. W., Leon Stone.

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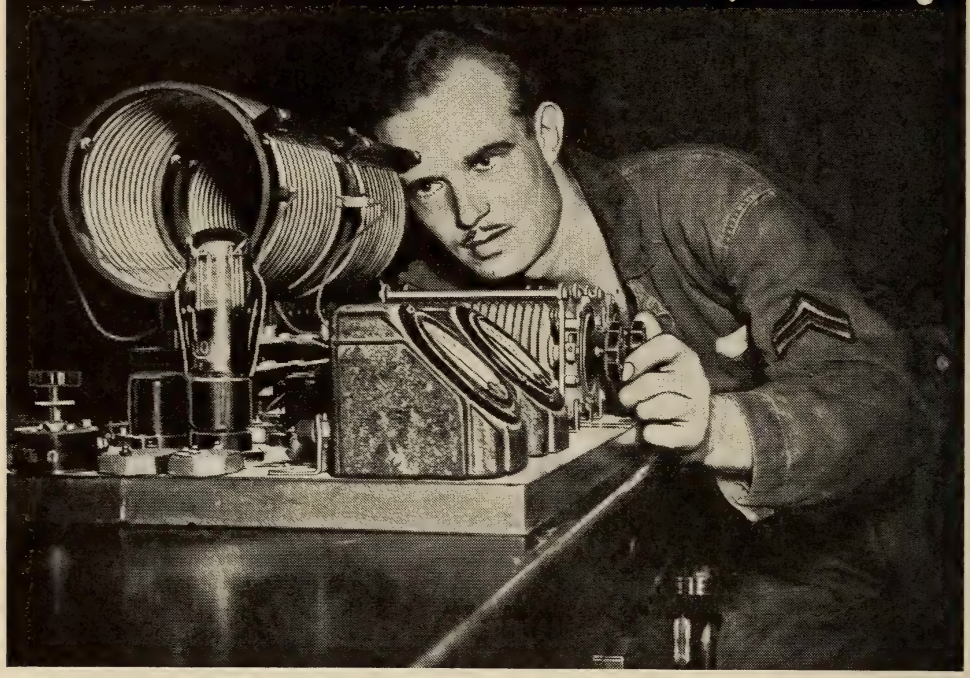

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WEEKLY. 119 York Street, Toronto, Ont., Canada. Phone, Elgin 9137. Publisher, W. A. Lydiatt; General Manager, W. R. Campbell; Editor, John L. Love; Features Editor, Margaret Brown; News Editor, Betty Watford.

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Metronome

MONTHLY. 26 W. 58th St., New York, N. Y. Phone, PLaza 3-7253. Editor, Barry Ulanov; Gene Roderick, Advertising Manager; Ned & John W. Bitner, Publishers.

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Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, CIrcle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber; Music critic, William Bradell. BRANCH OFFICES: 71A Park Mansion, Bampton Roads, S.W. 1, London, Charles G. E. Cahier; 10 Ave., Stephane-Mallarme, Paris, Natalie DeBogory; 6206 S. Evans, Chicago, Mathilda Ernestine; 1165 Francisco St., San Francisco, Myrtle Kahn Hillman, 1115 Hacienda Place, Los Angeles, Wm. G. Griffith; 1664 N. Bronson Ave., Hollywood, Anton Civoru; 3617 Idaho Ave., N.W., Washington, B. B. James, 616 Harbor Commission Bldg., Toronto, Canada, Margaret Pennell.

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Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544, Margie McLeod, Manager.

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Musical Courier

TWICE MONTHLY. 119 West 57th Street, New York 19, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; General Manager, Grace Nylen; Editor, Russell Kerr; Radio Editor, William A. Taylor. BRANCH OFFICES: 220 South Michigan Ave., Chicago 4, Ill., Rene Devries, Manager; 5617 Hollywood Blvd., Hollywood 28, Calif., Richard Drake Saunders, Manager; 256 Huntington Ave., Boston 15, Mass., Jules Wolffers, Manager; 35-10 Adelaide St., E. Toronto, Canada, Joseph A. Whitmore, Manager. Representatives in South America, Mexico, Australia, France, England, Italy, Netherlands, Palestine, Russia, Sweden and Switzerland.

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Musical Digest

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-1124. Editor-Publisher, Pierre Key.

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The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artists Service, Inc.

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Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Circulation Manager, B. Borin; Editor, Carleton Chace; Associate Editor, Wm. J. Dougherty.

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MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen.

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Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager and Editor, Kenneth B. Warner; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer.

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Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306.

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Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Vice-President and Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 6417 Dahlonega Road, Phone Wisconsin 3271; Chicago Correspondent, Bill Irvin, 4802 Dorchester Ave., Phone, Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif., Phone, Granite 6607, Ralph Wilk, Manager.

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Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RIchmond 5262. Publisher, Carl M. Bigsby; Advertising Director, Culbreth Sudler; Business Manager, Hugh R. Brown; Editor, Evelyn Bigsby; Radio Editor, Pearl Ralls. HOLLYWOOD OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEmpstead 2025.

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Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Evelyn Fiore. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif.; Hollywood Correspondent, Elaine Osterman.

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MONTHLY. 185 No. Wabash Ave., Chicago, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; General Manager, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, WIsconsin 7-0400, Executive Assistant, Charles R. Tighe; 8th & Hill St. Bldg., Los Angeles, Calif., Phone, Tucker 9213, Gaither Littrell, Manager; 1319 F St., N. W., Washington, D. C., Phone, Executive 2502, Fred Hamlin, Washington Editor.

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Radio & Television Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Kolpar Publications, Inc. Alex H. Kolbe, Publisher; Mal Parks, Editor; Marion A. Dooley, Associate Editor; Joseph Oxenhorn, Technical Editor; B. F. Holley, Washington Editor; Fred Merish, Management Editor; E. H. Cooke, Canadian Editor; Betty Borin, Circulation Manager; E. Thornton Rice, Jr., Eastern Advertising Manager. BRANCH OFFICES: 20 East Jackson Blvd., Chicago, Ill., Phone, Harrison 6360, Norman Koetke, Manager; 412 West 6th St., Los Angeles, Calif., Phone, Vandyke 8815, Frederick Stern, Manager; 6 Rue de Pascal, Brussels, Belgium, Julian Block, Manager.

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Radio & Television Retailing

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell.

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Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Secretary-Treasurer, E. R. Comte.

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Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Representative, Sam R. Baylis. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago.

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Radio World

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Marcel Provost, Managing Editor.

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Sales Management

SEMI-MONTHLY, with two special issues, Survey of Buying Power. 386 Fourth Ave., New York 17, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; General Manager, Philip Salisbury; Managing Editor, A. R. Hahn; Advertising Service anager, R. E. Smallwood. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr., Manager. 15 East De La Guerra, Santa Barbara, Cal., Warwick L. Carpenter, Manager.

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Service Magazine

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editorial Director, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; Vice-Pres.-Adv. Mgr., Paul S. Weil.

AP

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DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Vice-Pres. and Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY.

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Television Magazine

MONTHLY. 600 Madison Ave., New York, N. Y. Phone, PLaza 3-5748. Frederick Kugel Co. Editor-Publisher, Frederick A. Kugel; Managing Editor, Mary Gannon; Washington, Dorothy Holloway; T. R. Kennedy, Jr., Technical Editor; Sidney Lane, News Editor; Jack Kilpatrick, Patents; Lawrence Sweeney, Business Manager; Evelyn Hellem, Circulation Manager.

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WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, AShland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040; O. F. Knoebber, Crosby Vining, Elinor Zeigler, Senior Associate Editor; 607 South Hill St., Los Angeles, Calf., Vandike 7386, R. J. Birch & Co., R. J. Birch; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co., J. V. Fisler.

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Tune In

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 5-8425. Published by D.S. Publishing Co. Publisher, Richard Davis; Editor, Paul Gardner; Executive Editor, Francigene Sheridan; Managing Editor, Ed McCarthy; General Manager, V. C. Albus; Art Director, Armand Prusmack.

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Variety

WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Radio Editor, Geo. Rosen; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

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RADIO HOMES

Major Markets For 1946

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Metropolitan Districts—Counties

•

Other Cities Of 25,000 Population And Over

Radio's Major Markets For 1946

By WILLIAM NOBLE, President, Noble & Swars, Inc.

ESTIMATED number of Radio Homes for all Metropolitan District Counties, other counties with cities of 25,000-50,000 population as well as for all other counties with cities having radio stations, are presented in the 1946 RADIO ANNUAL. State and national totals are also given. These figures are based upon the total number of United States Families, 37,786,000, as estimated by the Bureau of the Census for the year 1946, and on previous estimates made in past years by RADIO ANNUAL.

Population Figures

Latest civilian population figures for all Major Market Counties as well as for all other counties have been published in previous issues of RADIO ANNUAL. These population figures are listed in the 1945 ANNUAL, pages 274-287 and in the 1944 ANNUAL, pages 235-286. Civilian population figures are based upon War Ration Number 4 and no new estimates of county populations have been made by the Bureau of the Census since 1943. Other pertinent data including population change, number of farms and Retail-Service Stores and Sales are also included in previous issues.

Last year, for the first time, RADIO ANNUAL took cognizance of the fact that many homes under wartime conditions had become "dead" or without operating radios. The total number of such homes, as revealed by all surveys studied, was sizeable and, for the first time, estimates of total U. S. Radio Homes declined from the previous year. Estimates for this year are based upon the expectation that these inoperative homes will again be able to procure receiving sets. With the natural increase in number of families and with the above homes operative again, RADIO ANNUAL estimates that Radio Homes in 1946 will reach a new high level of 34,398,302—a national coverage of 91.0 per cent of all United States families.

Projected figures for Radio Homes, by counties, are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience. This follows the pattern set by the Bureau of the Census in estimating civilian population and permits greater accuracy in comparative compilations.

New Estimate

The new estimate of total U. S. Radio Homes for 1946 has a significance which should not be lost upon research departments nor upon advertisers generally. With a 91.0 per cent family coverage, radio is approaching the saturation point of "selective families"—or those who are receptive to the impact of national advertising effort. Such national coverage, today, represents what might well be termed the optimum of radio's goal; to reach all families who will at some time respond to the force of radio's voice.

It must be borne in mind that the estimated figure of 34,398,202 Radio Homes for 1946 is dependent upon unlimited production of sets by manufacturers and also upon these sets being available to the public. Various estimates on units of production have been made by leading set manufacturers in late 1945, and, if these figures are only partially attained during 1946, it should assure the radio public of a sufficient volume of sets from which to make purchases in 1946.

In past years RADIO ANNUAL has presented United States Bureau of the Census figures for Radio Homes, similar figures as released by the National Association of Broadcasters, and RADIO ANNUAL's estimates of Radio Homes for all U. S. counties and for Metropolitan Districts. This year's figures include estimates for Metropolitan Districts and for all other cities (counties) with a population of 25,000 or more.

Major Markets—Radio Homes 1946

Estimated As of March 1st, 1946, for All Metropolitan District Counties

ALABAMA

Metropolitan Districts—Counties:	1946 Radio Homes
Birmingham (Jefferson)	115,532
Mobile (Mobile)	41,106
Montgomery (Montgomery)	19,925
Counties With Cities Less Than 50,000 Population:	
Anniston (Calhoun)	11,840
Decatur (Morgan)	7,783
Dothan (Houston)	5,406
Gadsden (Etowah)	14,983
Huntsville (Madison)	9,863
Muscle Shoals City (Colbert)	5,355
Opelika (Lee)	3,345
Selma (Dallas)	4.263
Tuscaloosa (Tuscaloosa)	10,607
TOTAL STATE	406,309

ARIZONA

Metropolitan District—County:	
Phoenix (Maricopa)	49,869
Counties With Cities Less Than 50,000 Population:	
Globe (Gila)	6,211
Lowell (Cochise)	8,425
Prescott (Yavapai)	5,487
Safford (Graham)	1,795
Tucson (Pima)	21,192
TOTAL STATE	124,750

ARKANSAS

Metropolitan District—County:	
Little Rock (Pulaski)	39,895
Counties With Cities Less Than 50,000 Population:	
El Dorado (Union)	8,700
Fort Smith (Sebastian)	14,502
Helena (Phillips)	4,253
Hot Spring (Garland)	8,415
Jonesboro (Craighead)	8,005
Pine Bluff (Jefferson)	9,149
Siloam Springs (Benton)	5,814
TOTAL STATE	285,841

CALIFORNIA

Metropolitan Districts—Counties:	
Fresno (Fresno)	48,886
Los Angeles (Los Angeles, Orange)	1,150,703
Sacramento (Sacramento)	57,288
San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)	620,599
San Diego (San Diego)	138,059
San Jose (Santa Clara)	60,737
Stockton (San Joaquin)	40,374
Counties With Cities Less Than 50,000 Population:	
Bakersfield (Kern)	37,690
Chico (Butte)	11,832
El Centro (Imperial)	10,750
Eureka (Humboldt)	12,433
Marysville (Yuba)	4,549
Merced (Merced)	11,107
Modesto (Stanislaus)	22,368
Monterey (Monterey)	21,063
Redding (Shasta)	7,721
Riverside (Riverside)	36,087
San Bernardino (San Bernardino)	56,045
Santa Barbara (Santa Barbara)	22,937
San Luis Obispo (San Luis Obispo)	11,607
Santa Rosa (Sonoma)	23,123
Visalia (Tulare)	26,285
Watsonville (Santa Cruz)	13,188
TOTAL STATE	2,844,345

COLORADO

	1946 Radio Homes
Metropolitan Districts—Counties:	
Denver[1] (Arapahoe, Denver, Jefferson)	134,960
Pueblo (Pueblo)	20,395
Counties With Cities Less Than 50,000 Population:	
Alamosa (Alamosa)	1,900
Colorado Springs (El Paso)	19,675
Durango (La Plata)	18,390
Grand Junction (Mesa)	6,915
Greeley (Weld)	13,464
La Junta (Otero)	5,630
Sterling (Logan)	3,682
TOTAL STATE	309,443

CONNECTICUT

Metropolitan Districts—Counties:	
Bridgeport (Fairfield)	132,396
Hartford - New Britain (Hartford, Middlesex)	158,235
New Haven-Waterbury (New Haven)	147,804
Counties With Cities Less Than 50,000 Population:	
New London (New London)	37,353
Torrington (Litchfield)	25,180
TOTAL STATE	530,520

DELAWARE

Metropolitan District—County:	
Wilmington (New Castle)	53,524
TOTAL STATE	75,206

DIST. OF COLUMBIA

Metropolitan District—Counties:	
Washington (District of Columbia, Montgomery, Prince Georges, Md.; Alexandria City, Arlington, Va.)	337,138
TOTAL STATE	231,946

FLORIDA

Metropolitan Districts—Counties:	
Jacksonville (Duval)	60,803
Miami (Dade)	86,413
Tampa-St. Petersburg (Hillsborough, Pinellas)	81,077
Counties With Cities Less Than 50,000 Population:	
Daytona Beach (Volusia)	12,107
Ft. Myers (Lee)	4,661
Gainesville (Alachua)	5,650
Lakeland (Polk)	17,809
Lake Worth - West Palm Beach (Palm Beach)	20,100
Ocala (Marion)	4,579
Orlando (Orange)	19,168
Panama City (Bay)	6,109
Pensacola (Escambia)	17,514
St. Augustine (St. Johns)	3,804
Sarasota (Manatee)	5,181
Tallahassee (Leon)	5,058
TOTAL STATE	448,219

GEORGIA

Metropolitan Districts—Counties:	
Atlanta (DeKalb, Fulton)	125,718
Augusta (Richmond)	17,089
Columbus (Muscogee, Russell, Ala.)	23,276
Macon (Bibb)	18,671
Savannah (Chatham)	29,409
Counties With Cities Less Than 50,000 Population:	
Albany (Dougherty)	4,447
Athens (Clarke)	5,548
Brunswick (Glynn)	5,518
Cedartown (Polk)	4,508
Cordele (Crisp)	1,774
Dalton (Murray)	1,305
Dublin (Laurens)	2,998
Gainesville (Hall)	5,365
Griffin (Spalding)	4,977
La Grange (Troup)	5,324
Moultrie (Colquitt)	3,651
Rome (Floyd)	12,156
Thomasville (Thomas)	4,171
Toccoa (Stephens)	2,193
Valdosta (Lowndes)	4,120
Waycross (Ware)	4,151
TOTAL STATE	479,048

IDAHO

	1946 Radio Homes
Counties With Cities Less Than 50,000 Population:	
Boise City (Ada)	15,343
Idaho Falls (Bonneville)	5,395
Lewiston (Nez Perce)	4,702
Nampa (Canyon)	9,965
Pocatello (Bannock)	9,271
Twin Falls (Twin Falls)	8,496
Wallace (Snoshane)	6,956
TOTAL STATE	132,418

ILLINOIS

Metropolitan Districts—Counties:	
Chicago (Cook, DuPage, Lake; Lake, Ind.)	1,440,757
Decatur (Macon)	26,670
Peoria (Peoria, Tazewell)	63,181
Rockford (Winnebago)	40,931
Rock Island-Moline-Davenport (Rock Island, Ill.; Scott, Iowa)	65,058
Springfield (Sangamon)	35,946
Counties With Cities Less Than 50,000 Population:	
Aurora-Elgin (Kane)	39,961
Bloomington (McLean)	21,258
Sairo (Alexander)	4,182
Carthage (Hancock)	6,783
Champaign-Urbana (De Witt)	4,641
Danville (Vermilion)	21,707
Galesburg (Knox)	15,310
Harrisburg (Saline)	8,231
Herrin (Williamson)	12,301
Jacksonville (Morgen)	7,925
Joliet (Will)	34,242
Quincy (Adams)	17,525
Tuscola (Douglas)	4,294
TOTAL STATE	2,391,170

INDIANA

Metropolitan Districts—Counties:	
Evansville (Vanderburgh; Henderson, Ky.)	48,461
Fort Wayne (Allen)	48,134
Indianapolis (Marion)	161,291
South Bend (St. Joseph)	50,359
Terre Haute (Vigo)	29,976
Counties With Cities Less Than 50,000 Population:	
Anderson (Madison)	28,677
Elkhart (Elkhart)	21,154
Kokomo (Howard)	14,589
Lafayette-West Lafayette (Tppecanoe)	16,715
Marion (Grant)	17,241
Michigan City (La Porte)	19,936
Muncie (Delaware)	24,489
Richmond (Wayne)	18,388
TOTAL STATE	1,010,757

IOWA

Metropolitan Districts—Counties:	
Cedar Rapids (Linn)	28,601
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	65,058
Des Moines (Polk)	62,545
Sioux City (Woodbury)	27,523
Waterloo (Black Hawk)	24,946
Counties With Cities Less Than 50,000 Population:	
Ames (Story)	9,761
Boone (Boone)	7,231
Burlington (Des Moines)	13,236
Clinton (Clinton)	13,226
Decorah (Winneshiek)	5,008
Dubuque (Dubuque)	16,552
Ft. Dodge (Webster)	10,567
Iowa City (Johnson)	9,067
Marshalltown (Marshall)	9.302
Mason City (Cerro Gordo)	11,356
Ottumwa (Wapello)	12,528
Shenandoah (Page)	5,895
Spencer (Clay)	4,426
TOTAL STATE	697,048

KANSAS

Metropolitan Districts—Counties:	
Topeka (Shawnee)	27,193
Wichita (Sedgwick)	59,875
Counties With Cities Less Than 50,000 Population:	
Atchison (Atchison)	5,110
Coffeyville (Montgomery)	12,841
Dodge City (Kiowa)	1,091
Emporia (Lyon)	6,201
Garden City (Finney)	2,815
Great Bend (Barton)	6,354
Hutchison (Reno)	14,906
Lawrence (Douglas)	9,863
Manhattan (Riley)	6,405
Pittsburgh (Crawford)	11,301
Salina (Salina)	9,659
TOTAL STATE	491,499

KENTUCKY

	1946 Radio Homes
Metropolitan District—Counties:	
Louisville (Jefferson; Clark, Floyd, Ind.)	143,898
Counties With Cities Less Than 50,000 Population:	
Bowling Green (Warren)	6,171
Harlan (Harlan)	10,475
Hopkinsville (Christian)	5,722
Lexington (Fayette)	21,267
Owensboro (Daviess)	11,579
Paducah (McCracken)	10,781
TOTAL STATE	522,402

LOUISIANA

Metropolitan Districts—Parishes:	
New Orleans (Jefferson, Orleans)	140,776
Shreveport (Caddo)	28,317
Parishes With Cities Less Than 50,000 Population:	
Alexandria (Rapides)	13,915
Baton Rouge (East Baton Rouge)	22,938
Lafayette (Lafayette)	4,947
Lake Charles (Calcasieu)	13,209
Monroe (Ouachita)	11,684
TOTAL STATE	382,598

MAINE

Metropolitan District—County:	
Portland (Cumberland)	45,601
Counties With Cities Less Than 50,000 Population:	
Augusta (Kennebec)	.....
Bangor (Penobscot)	23,323
Lewiston (Adroscoggin)	20,965
Presque Isle (Arostook)	.....
TOTAL STATE	215,745

MARYLAND

Metropolitan District—County:	
Baltimore (Baltimore City, Anne Arundel, Baltimore)	348,345
Counties With Cities Less Than 50,000 Population:	
Cumberland (Allegany)	21,902
Frederick (Frederick)	11,913
Hagerstown (Washington)	18,703
Salisbury (Wicomico)	7,986
TOTAL STATE	534,951

MASSACHUSETTS

Metropolitan Districts—Counties:	
Boston-Lowell-Lawrence-Haverhill (Essex, Middlesex, Norfolk, Plymouth, Suffolk)	808,222
Fall River-New Bedford (Bristol)	103,151
Springfield - Holyoke (Hampden, Hampshire)	118,757
Worcester (Worcester)	140,743
Counties With Cities Less Than 50,000 Population:	
Greenfield (Franklin)	13,606
Pittsfield (Berkshire)	37,057
TOTAL STATE	1,236,853

MICHIGAN

Metropolitan Districts—Counties:	
Detroit (Macomb, Oakland, Wayne)	769,613
Flint (Genesee)	67,960
Grand Rapids (Kent)	73,874
Kalamazoo (Kalamazoo)	31,427
Lansing (Ingham)	39,687
Saginaw-Bay City (Saginaw, Bay)	59,102
Counties With Cities Less Than 50,000 Population:	
Ann Arbor (Washtenaw)	30,616
Battle Creek (Calhoun)	31,939
Calumet (Houghton)	9,975
Escanaba (Delta)	7,660
Ironwood (Gogebic)	6,640
Jackson (Jackson)	28,972
Lapeer (Lapeer)	7,119
Marquette (Marquette)	10,608
Muskegon (Muskegon)	30,782
Port Huron (Saint Clair)	24,006
Sault Ste. Marie (Chippewa)	6,681
Traverse City (Grand Traverse)	5,100
TOTAL STATE	1,577,101

MINNESOTA

Metropolitan Districts—Counties:	
Duluth - Superior (St. Louis; Douglas, Wisc.)	69,466
Minneapolis - St. Paul (Anoka, Hennepin, Ramsey, Washington)	295,595
Counties With Cities Less Than 50,000 Population:	
Albert Lea (Freeborn)	7,782
Fergus Falls (Otter Tail)	10,608

	1946 Radio Homes
Mankato (Blue Earth)	8,842
Moorhead (Clay)	5,599
Northfield (Dakota)	10,240
Rochester (Olmstead)	10,192
St. Cloud (Stearns)	12,535
Willmar (Krandiyohi)	5,803
Winona (Winona)	9,078
TOTAL STATE	740,105

MISSISSIPPI

Metropolitan District—County:	
Jackson (Hinds)	19,416
Counties With Cities Less Than 50,000 Population:	
Clarksdale (Coahoma)	4,212
Columbus (Lowndes)	4,161
Greenville (Washington)	6,966
Greenwood (Leflore)	5,436
Gulfport (Harrison)	11,056
Hattiesburg (Forrest)	7,088
Laurel (Jones)	6,989
McComb (Pike)	4,600
Meriden (Lauderdale)	8,894
Natchez (Adams)	3,141
Tupelo (Lee)	4,865
Vicksburg (Warren)	5,884
TOTAL STATE	243,414

MISSOURI

Metropolitan Districts—Counties:	
Kansas City (Mo.)-Kansas City (Kan.) (Jackson, Mo.; Johnson, Wyandotte, Kan.)	233,850
St. Joseph (Buchanan)	22,012
St. Louis (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)	455,277
Springfield (Greene)	25,622
Counties With Cities Less Than 50,000 Population:	
Cape Girardeau (Cape Girardeau)	7,996
Columbia (Boone)	9,046
Hannibal (Marion)	7,680
Jefferson City (Cole)	6,925
Joplin (Jasper)	22,173
Poplar Bluff (Butler)	4,845
Sedalia (Pettis)	7,497
TOTAL STATE	984,066

MONTANA

Counties With Cities Less Than 50,000 Population:	
Billings (Yellowstone)	10,720
Bozeman (Gallatin)	4,416
Butte (Silverbow)	16,751
Great Falls (Cascade)	13,280
Helena (Lewis & Clark)	6,038
Kalispel (Flathead)	6,232
Miles City (Custer)	2,560
Missoula (Missoula)	7,170
Sidney (Richland)	2,070
TOTAL STATE	135,506

NEBRASKA

Metropolitan Districts—Counties:	
Lincoln (Lancaster)	30,347
Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa)	95,032
Counties With Cities Less Than 50,000 Population:	
Fremont (Dodge)	6,854
Grand Isle (Hall)	8,160
Hastings (Adams)	7,211
Kearney (Buffalo)	5,701
Norfolk (Madison)	5,793
North Platte (Lincoln)	6,864
Scotts Bluff (Scotts Bluff)	7,017
TOTAL STATE	341,022

NEVADA

Counties With Cities Less Than 50,000 Population:	
Las Vegas (Clark)	10,526
Reno (Washoe)	10,638
TOTAL STATE	42,306

NEW HAMPSHIRE

Metropolitan District—County:	
Manchester (Hillsborough)	41,302
Counties With Cities Less Than 50,000 Population:	
Keene (Cheshire)	9,210
Laconia (Belknap)	5,895
Portsmouth (Strafford)	11,995
TOTAL STATE	133,858

NEW JERSEY

	1946 Radio Homes
Metropolitan Districts—Counties:	
Atlantic City (Atlantic)	33,326
Trenton (Mercer)	55,356
County With City Less Than 50,000 Population:	
Bridgeton (Cumberland)	20,083
TOTAL STATE	1,247,329

NEW MEXICO

Counties With Cities Less Than 50,000 Population:	
Carlsbad (Eddy)	4,467
Clovis (Curry)	5,549
Hobbs (Lea)	4,233
Las Vegas (San Miguel)	2,029
Roswell (Chaves)	4,834
Santa Fe (Santa Fe)	4,069
Tucumcari (Quay)	2,305
TOTAL STATE	80,662

NEW YORK

Metropolitan Districts—Counties:	
Albany-Schenectady-Troy (Albany, Rensselaer, Schenectady)	145,360
Binghamton (Broome)	47,718
Buffalo-Niagara Falls (Erie, Niagara)	291,422
New York - Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union, N. J.)	3,460,741
Rochester (Monroe)	133,927
Syracuse (Onondaga)	84,710
Utica-Rome (Herkimer, Oneida)	75,435
Counties With Cities Less Than 50,000 Population:	
Amsterdam (Montgomery)	17,013
Auburn (Cayuga)	18,114
Batavia (Genesee)	11,526
Elmira (Chemung)	23,243
Gloversville (Fulton)	14,208
Ithaca (Tioga)	7,058
Jamestown (Chautauqua)	37,635
Kingston (Ulster)	23,984
Middletown (Orange)	36,516
Newburgh (Orange)	39,065
Ogdensburgh (St. Lawrence)	20,695
Olean (Cattaraugus)	17,870
Plattsburgh (Clinton)	9,567
Poughkeepsie (Dutchess)	31,394
Saranac Lake (Franklin)	9,608
Watertown (Jefferson)	20,515
TOTAL STATE	3,969,928

NORTH CAROLINA

Metropolitan Districts—Counties:	
Asheville (Buncombe)	21,170
Charlotte (Mecklenburg)	33,958
Durham (Durham)	19,010
Greensboro (Guilford)	34,810
Winston-Salem (Forsyth)	25,719
Counties With Cities Less Than 50,000 Population:	
Burlington (Alamance)	10,597
Concord (Cabarrus)	12,566
Elizabeth (Pasquatank)	3,865
Fayetteville (Cumberland)	8,741
Gastonia (Gaston)	17,166
Greenville (Pitt)	7,120
Henderson (Vance)	3,559
Hickory (Catawba)	9,526
Kinston (Lenoir)	5,742
New Bern (Craven)	4,528
Raleigh (Wake)	19,500
Roanoke Rapids (Northampton)	2,050
Rocky Mount (Edgecomb, Nash)	13,334
Salisbury (Rowan)	12,362
Washington (Beaufort)	3,321
Wilson (Wilson)	6,711
Wilmington (New Hanover)	15,419
TOTAL STATE	565,853

NORTH DAKOTA

Counties With Cities Less Than 50,000 Population:	
Bismarck (Burleigh)	4,977
Devils Lake (Ramsey)	3,172
Fargo (Cass)	13,138
Grand Forks (Grand Forks)	7,935
Jamestown (Stutsman)	4,630
Mandan (Morton)	4,069
Minot (Ward)	7,160
Valley City (Barnes)	3,794
TOTAL STATE	139,990

OHIO

Metropolitan District—Counties:	
Akron (Summit)	111,150
Canton (Stark)	73,667

	1946 Radio Homes
Cincinnati (Hamilton, Dearborn, Ind.; Campbell, Kenton, Ky.)	270,465
Cleveland (Cuyahoga)	381,691
Columbus (Franklin)	129,504
Dayton (Montgomery)	107,352
Hamilton-Middletown (Butler)	36,970
Springfield (Clark)	30,554
Toledo (Lucas)	104,591
Youngstown (Mahoning, Trumbull)	101,220
Counties With Cities Less Than 50,000 Population:	
Ashtabula (Ashtabula)	19,308
Elyria-Lorain (Lorain)	34,515
Findlay (Hancock)	10,934
Lima (Allen)	21,759
Mansfield (Richland)	21,485
Marion (Marion)	14,262
Newark (Licking)	18,987
Portsmouth (Sciota)	18,692
Stubenville (Jefferson)	23,723
Zanesville (Muskingum)	19,848
TOTAL STATE	2,066,995

OKLAHOMA

Metropolitan Districts—Counties:	
Oklahoma City (Oklahoma)	76,766
Tulsa (Tulsa)	59,765
Counties With Cities Less Than 50,000 Population:	
Ada (Pontotoc)	6,058
Ardmore (Carter)	6,650
Bartlesville (Washington)	6,823
Elk City (Beckham)	4,049
Enid (Garfield)	11,021
Lawton (Comanche)	10,546
Muskogee (Muskogee)	14,731
Norman (Cleveland)	6,456
Okmulgee (Okmulgee)	7,903
Ponca City (Kay)	11,271
TOTAL STATE	467,012

OREGON

Metropolitan District—County:	
Portland (Clackamas, Multnomah)	178,400
Counties With Cities Less Than 50,000 Population:	
Albany (Linn)	9,098
Astoria (Clatsop)	9,414
Baker (Baker)	3,692
Bend (Deschutes)	5,406
Corvallis (Benton)	6,711
Grants Pass (Josephine)	4,171
Klamath Falls (Klamath)	1,181
La Grande (Union)	4,539
Marshfield (Coos)	9,037
Medford (Jackson)	14,157
Pendleton (Umatilla)	8,007
Roseburg (Douglas)	6,660
Salem (Marion)	21,824
The Dalles (Wasco)	3,202
TOTAL STATE	382,371

PENNSYLVANIA

Metropolitan Districts—Counties:	
Allentown-Bethlehem-Easton (Lehigh, Northampton)	99,401
Altoona (Blair)	37,057
Erie (Erie)	55,292
Harrisburg (Dauphin)	51,352
Johnstown (Cambria)	47,401
Lancaster (Lancaster)	54,484
Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)	891,603
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	558,669
Reading (Berks)	66,967
Scranton-Wilkes Barre (Lackawanna, Luzerne)	163,866
York (York)	51,931
Counties With Cities Less Than 50,000 Population:	
Aliquippa (Beaver)	44,391
Butler (Butler)	21,899
Du Bois (Clearfield)	19,094
Grove City-Sharon (Mercer)	30,345
Lebanon (Lebanon)	19,958
Lewiston (Mifflin)	9,516
New Castle (Lawrence)	27,171
Sharon (Sharon)	28,013
Williamsport (Lycoming)	27,073
TOTAL STATE	2,686,404

RHODE ISLAND

Metropolitan District—County:	
Providence (Bristol Kent, Newport, Providence)	202,178
TOTAL STATE	212,427

SOUTH CAROLINA

	1946 Radio Homes
Metropolitan Districts—Counties:	
Charleston (Charleston)	26,876
Columbia (Richland)	21,344
Counties With Cities Less Than 50,000 Population:	
Anderson (Anderson)	13,137
Florence (Florence)	7,425
Greenville (Greenville)	29,299
Greenwood (Greenwood)	5,956
Rock Hill (York)	8,352
Spartanburg (Spartanburg)	24,148
Sumpter (Sumpter)	4,824
TOTAL STATE	255,886

SOUTH DAKOTA

Counties With Cities Less Than 50,000 Population:	
Aberdeen (Brown)	7,089
Pierre (Hughes)	1,693
Rapid City (Pennington)	6,109
Sioux Falls (Minnehaha)	17,295
Vermillion (Clay)	2,244
Watertown (Codington)	3,978
Yankton (Yankton)	3,080
TOTAL STATE	148,611

TENNESSEE

Metropolitan Districts—Counties:	
Chattanooga (Hamilton, Walker, Ga.)	50,184
Knoxville (Knox)	42,633
Memphis (Shelby)	86,544
Nashville (Davidson)	67,720
Counties With Cities Less Than 50,000 Population:	
Clarksville (Montgomery)	5,610
Cookeville (Putnam)	2,774
Jackson (Madison)	9,720
Johnson (Washington)	10,149
TOTAL STATE	524,900

TEXAS

Metropolitan Districts—Counties:	
Amarillo (Potter)	17,438
Austin (Travis)	24,978
Beaumont-Port Arthur (Jefferson)	44,783
Corpus Christi (Nueces)	24,259
Dallas (Dallas)	126,918
El Paso (El Paso)	29,877
Fort Worth (Tarrant)	72,085
Galveston (Galveston)	26,462
Houston (Harris)	159,271
San Antonio (Bexar)	99,124
Waco (McLennan)	25,032
Counties With Cities Less Than 50,000 Population:	
Abilene (Taylor)	12,058
Big Spring (Howard)	5,110
Brady (McCullock)	2,448
Brownsville-Harlingen (Cameron)	10,618
Brownwood (Brown)	7,466
College Station (Brazos)	4,916
Corsicana (Navarro)	7,507
Denton (Denton)	8,404
Huntsville (Walker)	1,999
Kilgore-Longview (Gregg)	12,637
Laredo (Webb)	5,554
Lubbock (Lubbock)	14,720
Lufkin (Angelina)	5,242
Midland (Midland)	2,998
Palestine (Anderson)	4,804
Pampa (Gray)	6,242
Paris (Lamar)	8,680
Pecos (Reeves)	1,570
Plainview (Hale)	4,304
San Angelo (Tom Green)	10,127
Sherman (Grayson)	15,912
Sweetwater (Nolan)	3,447
Temple (Bell)	2,264
*Texarkana (Bowie; Miller, Ark.)	15,736
Tyler (Smith)	12,800
Vernon (Wilbarger)	4,712
Victoria (Victoria)	3,998
Weslaco (Hidalgo)	12,066
Wichita Falls (Wichita)	19,162
TOTAL STATE	1,366,291

* Includes Texarkana, Ark.

UTAH

Metropolitan District—County:	
Salt Lake City (Salt Lake)	70,666
Counties With Cities Less Than 50,000 Population:	
Cedar City (Iron)	1,866
Logan (Cache)	7,333
Ogden (Weber)	20,791
Price (Carbon)	4,641
Provo (Utah)	16,024
TOTAL STATE	165,284

VERMONT

Counties With Cities Less Than 10,000 Population:	
Burlington (Chittenden)	13,126
Rutland (Rutland)	10,842
St. Albans (Franklin)	6,364
Waterbury (Washington)	9,190
TOTAL STATE	89,228

VIRGINIA

Metropolitan Districts—Counties:

Norfolk-Portsmouth-Newport News (Hampton,

	1946 Radio Homes
Newport News, Norfolk, Portsmouth, South Norfolk, Citles, Elizabeth City, Norfolk, Princess Anne, Warwick)	116,038
Richmond (Richmond City, Henrico)	67,927
Roanoke (Roanoke City; Roanoke)	26,781
Counties With Cities Less Than 50,000 Population:	
Charlottesville (Charlottesville City; Albermarle)	7,293
Covington (Clifton, Forge City; Alleghany)	5,457
Danville (Danville City; Pittsylvania)	14,960
Fredrichsburg (Fredrichsburg City; Spotsylvania)	4,444
Harrisonburg (Harrisonburg City; Rockingham)	7,333
Lynchburg (Lynchburg City; Campbell)	14,055
Martinsville (Martinsville City; Henry)	5,987
Petersburg (Petersburg City; Dinwiddie)	8,457
Suffolk (Suffolk City; Nansemond)	5,171
TOTAL STATE	544,826

WASHINGTON

Metropolitan Districts—Counties:	
Seattle (King)	221,961
Spokane (Spokane)	57,965
Tacoma (Pierce)	72,226
Counties With Cities Less Than 50,000 Population:	
Aberdeen (Grays Harbor)	14,076
Bellingham (Whatcom)	18,761
Centralia (Lewis)	10,087
Everett (Snohomish)	27,278
Longview (Cowlitz)	11,964
Olympia (Thurston)	11,794
Pullman (Whitman)	7,231
Vancouver (Clarke)	24,775
Walla Walla (Walla Walla)	8,262
Wenatchee (Chelan)	9,322
Yakima (Yakima)	24,112
TOTAL STATE	628,990

WEST VIRGINIA

Metropolitan Districts—Counties:	
Charleston (Kanawha)	48,853
Huntington-Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio)	43,353
Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)	57,168
Counties With Cities Less Than 50,000 Population:	
Beckley (Raleigh)	16,483
Clarksburg (Harrison)	17,339
Fairmont (Marion)	15,351
Logan (Logan)	10,373
Morgantown (Monongalia)	11,995
Parkersburg (Wood)	15,475
Welch (McDowell)	16,595
TOTAL STATE	371,663

WISCONSIN

Metropolitan Districts—Counties:	
Madison (Dane)	41,663
Milwaukee (Wilwaukee)	233,941
Racine-Kenosha (Kenosha, Racine)	47,211
Counties With Cities Less Than 50,000 Population:	
Ashland (Ashland)	4,365
Appleton (Outagamie)	18,703
Beloit (Rock)	24,989
Eau Claire (Eau Claire)	12,164
Fond Du Lac (Fond Du Lac)	16,827
Green Bay (Brown)	22,860
Janesville (Rock)	23,358
La Crosse (La Crosse)	17,100
Manitowoc (Manitowoc)	16,921
Marinette (Marinette)	7,843
Medford (Taylor)	3,549
Oshkosh (Winnebago)	23,822
Poynette (Columbia)	8,874
Rice Lake (Barron)	7,629
Sheboygan (Sheboygan)	21,791
Stevens Point (Portage)	6,609
Wausau (Marathon)	17,688
Wisconsin Rapids (Wood)	10,608
TOTAL STATE	867,045

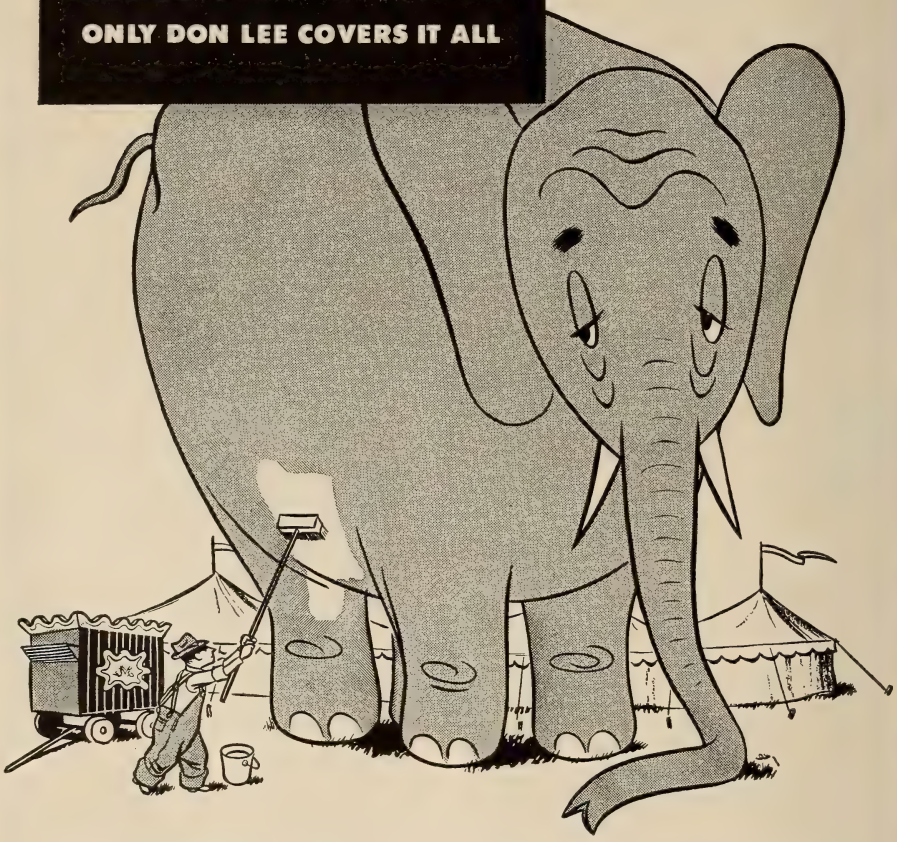
WYOMING

Counties With Cities Less Than 50,000 Population:	
Casper (Natrona)	6,579
Cheyenne (Laramie)	10,587
Powell (Park)	4,980
Rock Springs (Sweetwater)	5,681
Sheridan (Sheridan)	4,457
TOTAL STATE	67,153
TOTAL U. S.	34,398,302

THE PACIFIC COAST IS

BIG

ONLY DON LEE COVERS IT ALL



The Pacific Coast is 1,352 miles long and contains over 11 million people. With 39 stations, Don Lee is the only network big enough to cover it all (the other networks combined have only 28 stations)

Mutual
DON LEE
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

Represented nationally by John Blair and Company

NETWORKS

NATIONAL

REGIONAL

ONLY WMT BRINGS YOU INTO EASTERN IOWA COMPLETELY!

Tell your story! Sell your product in the choice Eastern Iowa Buying market with WMT. Quick, direct, resultful, your salesworthy appeal will blanket the Large Eastern Iowa Area COMPLETELY . . .! Get YOUR share of this rich market the direct, economical WMT way!

Some Coverage!

5000 WATTS ON 600 KC'S

(IOWA'S BEST FREQUENCY NOW first in America, with a brand new RCA 5F Transmitter)

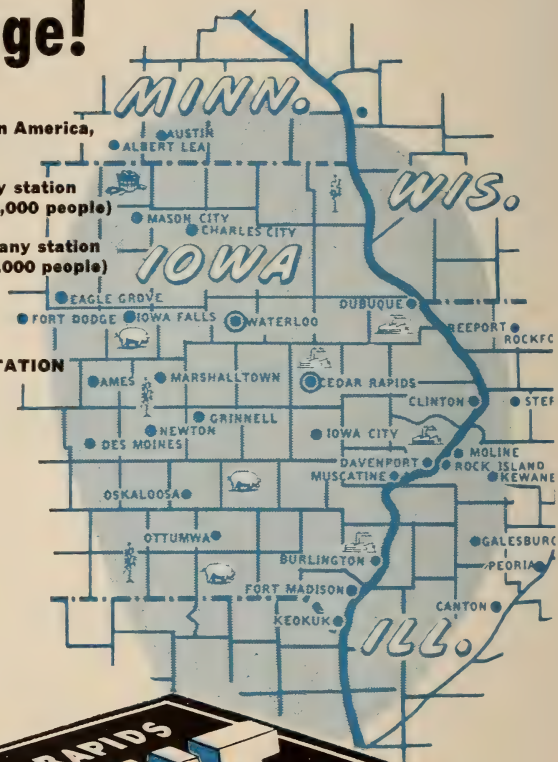
LARGEST DAY TIME COVERAGE of any station in the state within its 0.5 MV line (3,500,000 people)

LARGEST POPULATION COVERAGE of any station in the state within its 2.5 MV line (1,200,000 people)

Covers 19,094 SQUARE MILES of sales rich area (2.5 MV)

EASTERN IOWA'S ONLY COLUMBIA STATION leads in popularity day & night.

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE



3 Fast Facts About WMTland's BIG Sales Potential

•

The Nation's *FIRST* Farm Market

•

Ranks 16th in Manufacturing. (Almost 50% of Iowa's Wealth is INDUSTRIAL.)

•

LEADS Nation in per capita wealth ($4,322 per person)

•

A BALANCED Market for Permanent SELLING ACTION!

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 K.C.
BASIC COLUMBIA NETWORK

Write Today for information HOW *you* can get the most out of Iowa's Eastern Area with WMT exclusively . . . at LOW Cost Coverage.

Represented by KATZ AGENCY

MARK WOODS
President

LOOKING forward to 1946 as the year of peace with all the plans of the country, its people and industry in general pointing toward a further expansion along all lines, Mark Woods, president of the American Broadcasting Company, Inc., adds that ABC feels the deepest gratification from the year 1945 from its part in helping to bring the country through to the end of a great conflict.

ABC helped directly through utilizing its facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.

It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which—like so many developments in this age—is only as constructive or destructive as we decide to make it.

ABC devoted thousands of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

•

Our thanks goes from ABC to its 195 affiliated stations which carried the story to the people.

Part of the thanks must go to ABC's advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately $40,000,000 of gross sales that they placed with the ABC network during 1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh or learn or find relief from their cares for at least a few hours of every day.

Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

•

New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows—Dashiell Hammett's "The Fat Man" and William Gargan's "Ideal in Crime"; the program, "Forever Tops!", starring Paul Whiteman and his entertainers; a comedy show starring Jimmy and Lucille Gleason entitled "Jimmy Gleason's Diner"; and "The American Farmer," a new series of service to the agricultural regions.

In addition, public affairs will find new platforms on ABC. Our service in news will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

It is to be hoped that the country's economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year.

ABC

AMERICAN BROAD

NETWORK FACILITIES
AS OF FEB. 1, 1946

CASTING COMPANY

AMERICAN BROAD CASTING COMPANY

NETWORK FACILITIES
AS OF FEB. 1, 1946

AMERICAN
Broadcasting Company, Inc.

OPERATING THE BLUE NETWORK

R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number CIrcle 7-5700)

BOARD OF DIRECTORS

Edward J. Noble, Chairman
Mark Woods
C. Nicholas Priaulx
Franklin S. Wood
Earl E. Anderson
Harold V. Hough

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Earl E. Anderson.....Vice President
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C. P. Jaeger.....Vice President
Keith Kiggins.....Vice President
Robert Kintner.....Vice President
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Vice President and Assistant Secretary
Adrian Samish.....Vice President
Don Searle.....Vice President
Fred Thrower Jr.....Vice President
Joseph A McDonald.....Secretary
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Alexander D. Nicol.....Controller

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Theodore J. Oberfelder.Audience Promotion Mgr.

Continuity Acceptance

Gertrude Hoffman.....Manager

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George O. Milne
Director of Technical Operations

General Engineering

Frank Marx....Director of General Engineering
Benjamin Adler.....Facilities Engineer

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Geraldine B. Zorbaugh.....Attorney
C. Clark Stover.....Attorney

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Thomas Velotta.....Director of Special Events
John Madigan.....National News Editor
Paul Scheffels...Manager of N. Y. News Room

Office Management and Personnel Department

D. B. Van Houten
Office Manager an Personnel Manager

Program Department

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Eastern Dir. of Talent and Program Dept.
Eastern Dir. Talent and Prog. Development
Melvin P. Mamboldt.....Production Manager
Paul Whiteman.....Director of Music
Frank Vagnoni.....Manager of Music Division
Harry Wismer.....Director of Sports Division
John C. Turner.....Sscript Manager
Paul Mowrey....Manager of Television Division
William Abernathy....Night Program Manager
Raymond Diaz.....Supervisor of Announcers
Maurice Brachhausen..Manager of Sound Effects
Helen Guy.....Business Manager
Richard Bannier
Dir. of Library and Supervisor of Music Rights
Norah Donovan.....Manager of Literary Rights

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Publicity Department
Earl Mullin.....Publicity Manager
Arthur B Donegan....Assistant Publicity Mgr.
John Pacey.....Trade News Editor

Recording
Lawrence Ruddell.....Manager

Research
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Ben Gedalecia.....Associate Research Director

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Fred Thrower Jr.....Vice President
C. P. Jaeger....Vice President of Creative Sales
John Donohue.....Eastern Sales Manager
Humboldt Greig....Mgr. of Bus. Development
Neil Mulhern.....Detroit Representative
Robert Post.....Pittsburgh Representative

Sales Service
Alfred Beckman.....Manager

Station Sales Department
M. B. Grabhorn.....Manager

Co-Op Program Sales Department
Stanley Florsheim.....Director
Barney Cragston.....Sales Manager

National Spot Sales Department
Ralph Dennis.....National Spot Sales Manager
John Brooke.....Eastern Spot Sales Manager

WJZ Management
John H. McNeil.....Manager
Robert I. Garver.....Sales Manager
John J. Hade.....Program Manager
Duncan Miller.....Sales Promotion Manager

Stations Department
John H. Norton.....Vice President

Public Relations
Robert Saudek.....Manager
Doris Hastings....Mgr. of Audience Information

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Anthony M. Hennig.....Assistant Treasurer
Alexander D. Nicol.....Controller
Henry T. Hede.....Purchasing Agent

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G. I. Berry.....Sales Manager
Kenneth Christiansen.....Traffic Supervisor
Fred J. Dickinson.....Office Manager
L. E. Douglass.....Program Business Manager
Walter L. Emerson.....Legal Counsel
E. C. Horstman.....Engineering Manager
Eli Henry.....Publicity Manager
F. E. Kasser.....Supervisor of Announcers
Olive D. McCann.....Supervisor of Research
Roy McLaughlin
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.
Cornelius O'Dea.....News Supervisor
Gene Rouse.....Program Manager
Karl R. Sutphin....Sales Promotion Supervisor
M. S. Wetzel.....Production Manager

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Clifford Anderson....Program Business Manager
Dorothy L. Brown..Continuity Acceptance Mgr.
R. G. Denechaud.....Engineering Manager
John I. Edwards..Program Operations Manager
Paul Kates.....Evening Program Manager
Russell Hudson.....Sales ServiceManager
George E Lewin.....Manager of News
Walter W Lonner.....Traffic Manager
Ted MacMurray.....Program Manager
Frank Samuels.....Pacific Coast Sales Manager
J. Donald Wilson.....Director of Production
Amos Baron.....Spot Sales Manager
John J. O'Mara.....Sales Promotion Manager
Francis Conrad.....Station Relations Manager

WESTERN DIVISION—SAN FRANCISCO

Gayle Grubb.....General Manager KGO
A. E. Evans.....Engineering Manager
Eleanor Higby.....Traffic Manager
Edith Kirby.....Auditor
Robert Laws...Promotion and Publicity Manager
Francis La Tourette.....News Manager
Byron Nelson.....Sales Manager
Lorraine Jenevein.....Continuity Manager
Robert Wesson.....Program Manager

AMERICAN BROADCASTING CO., INC.

WJZ, New York.....Owned, operated and represented by ABC
WENR, Chicago.....Owned, operated and represented by ABC
WMAL, Washington.....Owned by Evening Star Publishing Co. Represented by ABC
KGO, San Francisco.....Owned, operated and represented by ABC

No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network

PAUL W. KESTEN
Vice-Chairman of Board

ALTHOUGH radio broadcasting celebrated its twenty-fifth birthday in 1945, a large part of its "growing up" was packed into the years between Pearl Harbor and V-J Day. Those few years placed a greater responsibility on broadcasting that it had ever had before. They also advanced our technical knowledge farther than we had traveled during the whole course of the preceding 20 years.

•

As we move now into our first full peacetime year since 1940, we have opportunities far different than we could have imagined even as recently as a year ago. The experience gained from our wartime duties gives us an opportunity for a more important peacetime role than we played before the war. Our inheritance from wartime research laboratories, moreover, gives us an opportunity for faster technical development than we ever enjoyed before.

•

Today's radio audience is, in my opinion, a direct reflection of the kind of job broadcasting did during the war. It is not the same kind of audience we had in 1940. It, too, did some growing up between Pearl Harbor and V-J Day. Americans are more aware of and more interested in world affairs than they were five years ago. We are a better-informed people. Credit for these facts, in part, belongs to broadcasting.

Not only do we have a different kind of audience than we had before the war, we have—or soon will have—an uncounted number of new adult listeners in our audience. Millions of young Americans, coming home from distant parts of the world, are bringing with them a great liking for American radio and radio entertainers. As they join the ranks of the regular audience, they offer broadcasting a fresh source of audience interest and loyalty. This is an immediate opportunity broadcasting cannot afford to ignore.

•

Still another opportunity lies in those parts of the world from which our young men now return. In thousands of foreign cities, towns and hamlets through which these men have passed, an eager interest in things American has been deeply implanted. Looking toward our country's future international interests, we in radio have an obligation to see that the seed thus planted is not left to wither in the ground.

•

It took less than two months to reveal television as radio's greatest hoped might be accomplished in a year of peacetime effort—high-definition, full-color television in the ultra-high frequencies — was achieved only 60 days after V-J Day. We, and others since ourselves, have clearly demonstrated that better pictures can be broadcast through use of wider channels in the higher frequencies. To this extent, post-war television is running well ahead of the most optimistic schedule that might have been set for it a year ago.

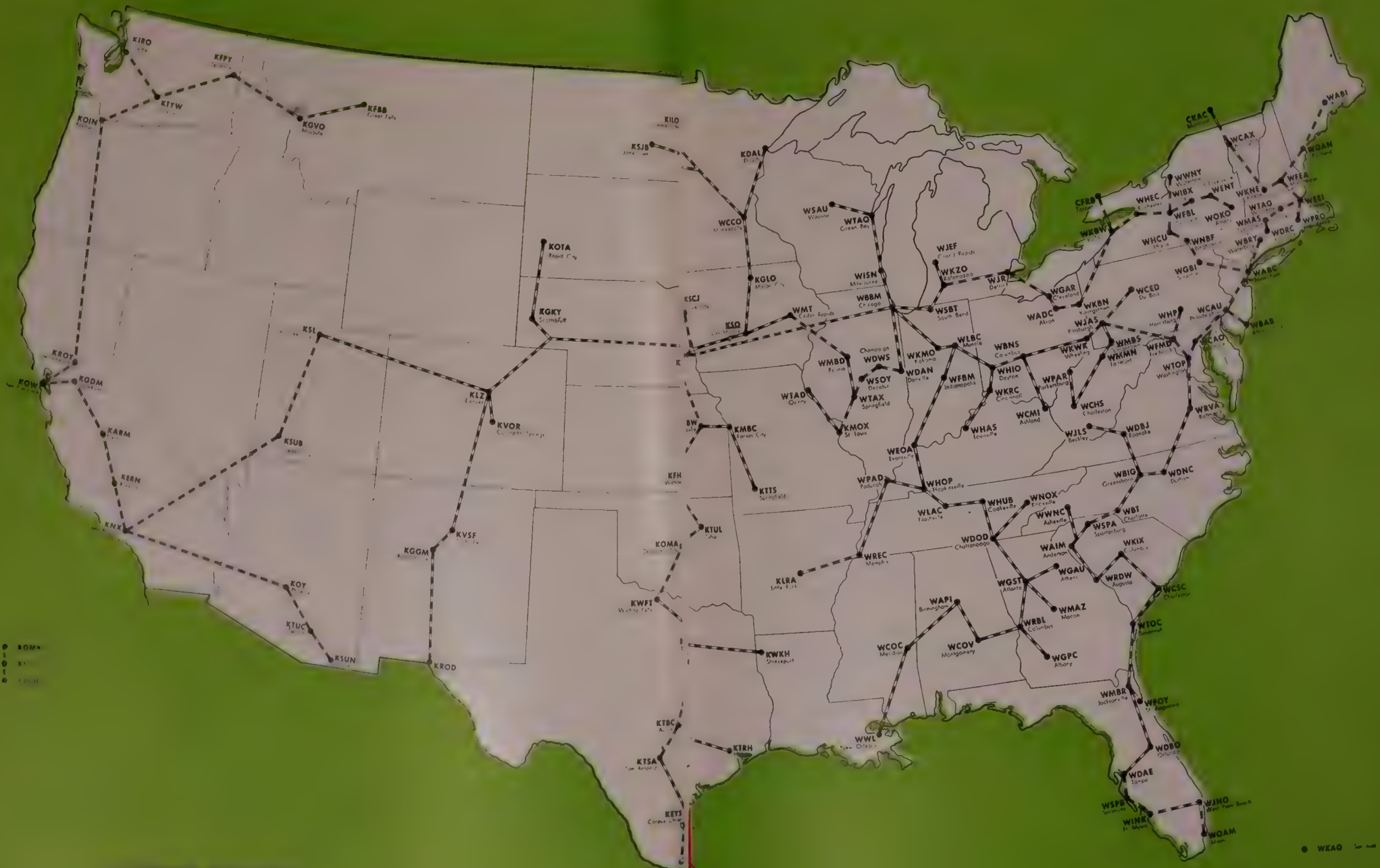
CBS

COLUMBIA BROAD

NETWORK FACILITIES
AS OF JAN. 15, 1946

CASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM



COLUMBIA
Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York City, N. Y.
Telephone: WIckersham 2-2000

BOARD OF DIRECTORS

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Prescott S. Bush
Ralph F. Colin
Samuel Paley
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Joseph H. Ream
Leon Levy
J. A. W. Iglehart
Paul W. Kesten
Isaac D. Levy
Frank K. White
Dorsey Richardson
Frank Stanton
Herbert Bayard Swope

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Vice President in Charge of Television
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Vice President and Director of Public Affairs
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Sophie Hinze.....Cashier

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Joseph E. Werden
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Roland Young
Supervisor of Repair and Replacement Unit

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W. Clark Harrington
Supervisor, Music Clearance Division

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J. W. Wright.....Chief Radio Engineer
H. A. Chinn.....Chief Audio Engineer

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John H. Martin.....Executive Assistant

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Howard L. Hausman.....Attorney

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Douglas Coulter
V-P and Dir. of Com. Program Development
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William J. Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
Charles H. Smith.....Market Research Counsel
Charles E. Midgley, Jr....Sales Service Manager
Nicholas Keesely....Manager of Program Sales
Chicago Office Network Sales, 410 North Michigan

W. Donald Roberts.....Western Manager
Detroit Office Network Sales, Fisher Building
Joseph Spadea.....Manager

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Vice President and Director of Programs
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R. S. Langham.....Coordinator of Broadcasts

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Larry Puck.....Supervisor of Popular Music Programs and Talent Scout
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Lucile Singleton....Director of Vocal Auditions and Manager of Script and Record Library
Frances Farmer Wilder
Consultant on Daytime Programs
Ted Husing.....Director of Sports Broadcasts

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R. R. Ray...Assistant to Director of Operations
Emily Newman...Asst. to Director of Operations

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Network Operations Division

Horace Guillotte....Mgr. of Network Operations

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Harriet Hess....Supervisor of Program Typing

Sound Effects Division

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Manager of Sound Effects Division
Davidson Vorhes.....Assistant Manager

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Director of Technical Operations
R. G. Thompson
Manager of Technical Operations, Eastern Div.

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Commercial Engineer in Charge of Traffic
A. H. Petersen.....Traffic Manager

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Paul W. White.....Director of News Broadcasts
Wells Church
Assistant Director of News Broadcasts
Wm. J. Slocum, Jr....Director of Special Events

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Robert Hudson...Associate Director of Education
Leon Levine.....Assistant Director of Education
Helen Sioussat.....Director of Talks
Elinor Inman....Director of Religious Broadcasts

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Arthur Perles.....Assistant Director
Michael Boscia.....Manager of Operations
Charles F. Pekor, Jr...Assistant to the Director
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Anne Harding.....Manager of Service Division
Corinne Martin.....Trade News Editor

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John E. Forsander.....Purchasing Agent

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H. A. Carlborg.....Eastern Sales Manager New York
Wilbur S. Edwards.....Western Sales Manager Chicago
John Brumbach...Representative, San Francisco
H. H. Holtzhouser....Southern Sales Manager Atlanta
Carter Ringlep.....Representative, St. Louis
Meredith Pratt....Representative, Los Angeles
Richard Hess.....Supervisor of Research for C-O Stations & Radio Sales

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Oscar Katz.....Associate Director of Research
Edward Reeve.....Chief Statistician

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Director of CBS Reference Department
Stanford Mirkin
Manager of Program Research Division
Agnes Law .....Librarian

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John Fox.....Manager of Production
Thomas D. Connolly
Director of Program Promotion
Louis Hausman..Manager of Presentation Division
Harry O'Brien.....Art Director
Dick Dorrance....Director of Promotion Service for C-O Stations & Radio Sales

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Director of Station Administration

Station Relations Department

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J. Kelly Smith....Director of Station Relations
William A. Schudt, Jr...Eastern Division Manager
Chicago Office, Station Relations
410 North Michigan Avenue
Ralph S. Hatcher....Central Division Manager
Los Angeles Office, Station Relations
Columbia Square
Edwin Buckalew....Western Division Manager

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Vice President in Charge of Television
Worthington Miner
Manager of Television Department
George Moscovics.....Commercial Manager
Ben Feiner, Jr.....Assistant Program Director
James Kane.....Manager of Press Information for Television

New York City

WABC and WABC-FM, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager
G. Richard Swift.....Program Director
John Field, Jr.....Sales Manager
Henry Grossman.....Chief Engineer
Jules Dundes.....Sales Promotion Manager
J. E. Doyle.....Director of Special Events

BOSTON—WEEI
182 Tremont Street

Harold E. Fellows....Manager of New England Operations for CBS and Gen. Mgr. of WEEI
Kingsley F. Horton..Assistant Manager-Director of Programs and Sales
Walter Stiles, Jr.....Director of Engineering, Sound and Transcriptions
John J. Murray.....Manager of Accounting, Personnel and Purchasing
Raymond G. Giradin....Production Manager and Assistant Program Director
Marie Houlahan...Director of Press Information
Guy C. Cunningham..Director of Sales Promotion
H. Roy Marks.....Assistant Sales Manager

CHICAGO—WBBM and WBBM-FM
410 North Michigan Avenue

H. Leslie Atlass....Vice President in Charge of Central Division and Gen. Mgr. of WBBM
Frank Falknor.....Assistant General Manager
Walter Preston.....Act. Dir. of Program Dept.
Urban Johnson.....Chief Sound Technician
G. V. Sherman.....Chief Engineer of WBBM
J. V. McLoughlin
Accountant, Office of Personnel Manager
Everett Holles.....News Editor
Thomas R. Rooney....Sales Promotion Manager
Erwin H. Shomo.....Sales Manager
George T. Case....Assistant Program Director
Don E. Kelley.....Assistant to Executives

MINNEAPOLIS—ST. PAUL—WCCO
625 Second Avenue, South.

Austin E. Joscelyn.....General Manager
Eugene B. Wilkey.....Program Director
J. J. Beloungy.....Chief Engineer
Thomas Dawson.....Sales Manager
Mary Doherty.....Accountant
Carl Small Ward....Manager of Sales Promotion and Director of Press Information

LOS ANGELES—KNX
Columbia Square

D. W. Thornburgh....Vice President in Charge of Western Division and Gen Mgr. of KNX
Harry W. Witt....Assistant General Manager
Charles D. Ryder, Jr.....Manager of Accounting, Personnel and Purchasing
Lester Bowman.....Mgr. of Tech. Operations Western Division and and Chief Eng. of KNK
Clinton Jones.....News Editor
Hal Hudson.....Western Program Director
Charles Vanda.....Program Director
Lloyd Brownfield...Director of Press Information
Ralph W. Taylor....Manager of Sales Promotion
Chet Huntley
Director of Special Features and Public Events
J. Archie Morton.....Sales Manager, KNX
Ben Paley.....Production Manager
Charles E. Morin
Sales Manager, Columbia Pacific Network
George W. Allen
Program Director, Columbia Pacific Network

SAN FRANCISCO OFFICE
Palace Hotel

Wayne Steffner.....Manager

ST. LOUS—KMOX
401 South Twelfth Blvd.

Wendell B. Campbell.....General Manager
Jerry Hoekstra....Assistant to General Manager
Harry Harvey.....Chief Engineer
David Sutton.....General Sales Manager
J. Soulard Johnson.....Local Sales Manager
Jack Sexton.....Program Director
Robert F. DeVoe.....Supervisor of Accounting, Personnel and Office
David Moore.....Director of Press Information
Carrington W. Doebler
Director of Sales Promotion

WASHINGTON—WTOP
Earle Building

Earl H. Gammons..Director of Washington Office
Carl Burkland.....General Manager of WTOP
Fox Case.....Assistant to the Director of the Washington Office
Martin D. Wickett.....Program Director
Clyde Hunt.....Chief Engineer
Carl Gebuhr .....Publicity
Robert S. Wood.....Director of Public Events
Maurice Mitchell.....Sales Manager
Roy Passman....Director of Program Operations

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WABC, New York
WBBM, Chicago
WCCO, Minneapolis-St. Paul
WTOP, Washington, D. C.
KMOX, St. Louis
KNX, Los Angeles
WEEI, Boston
WBBM-FM, Chicago

Television Stations:
WCBW, New York

FM Stations:
WABC-FM, New York

EDGAR KOBAK
President

SAID President Truman in his first radio speech of the year — "1946 is our year of Decision." True of the United States as a nation, the statement is equally true of radio as an industry — but, more importantly, as a service to the people of America and the world.

It is probably no hyperbole to say that **what radio does** in this coming year—as well as **what it fails to do** — will become the yardstick wherewith people will measure broadcasting. Upon this will depend whether people look upon radio as a force for peace and advancement or merely as a Punch-and-Judy show to which people turn when, in an idle moment, they seek a little amusement and laughter.

Look at it this way. During the war, radio reached heights of service to the war fronts and the home front which earned the respect and confidence of the people: it demonstrated that, properly used, it had power to fight a war and help bring about a peace. People expect that radio, having developed such influence and technique, should continue to use its power to help the world find its way out of the darkness that presently engulfs it.

•

That expectation on the part of the public is a responsibility, one that we, if we are to be worthy of our job as broadcasters, cannot shirk. And the first step toward use of the power we possess, is the realization that it has a strange and inescapable parallel to atomic power. We have seen the devastation which can be wrought by atomic power and by the power of broadcasting — when misused. We have yet to know what atomic energy can do for the benefit of mankind. By the same token, we do not yet know to what extent radio—properly used—can advance the good of mankind. Our first responsibility is to find out.

Suppose we assume that radio is to be used to promote peace — which, let ls say, translates, in practical terms, to informing and enlightening radio's listeners the world over. How to start? Perhaps the first step is to educate ourselves. To open our minds — and our air—to the knowledge without which there can be no peace and prosperity.

Next, let us asume that only the truth will make the people free—and the world free from wars. It then behooves us to be honest with outselves and with our listeners—to play fair with them—to present the current scene and its significance—**as it is** and not merely as it is viewed by partisans in the one camp or the other.

•

All this is a matter of programming. A matter of a new, an earnest, a searching, an humble approach to the entire question of programming. We have come far in our first twenty-five years, yes: but who knows how much farther we can go—how much farther we must go—before we shall have fulfilled our responsibility in the use of a power that is as devastating (and could be as beneficial) at atomic energy.

But programs can accomplish nothing unless they are heard—are listened to—are understood and are taken to heart.

And we get down to the regions of practical and vexing problem. How to hold the listener? Perhaps it is not the smart thing to do—to admit that there is a possibility that the public may become — nay, has become — radio-weary.

•

What would happen if people did really become radio-weary? You can visualize the situation as well as I. And here is where we have another responsibility—to make radio so new, so fresh, so different, so interesting that people will not readily weary of it. Until we do that—or approach it measurably — we will find that the great impact which we expect we can exercise upon the eager, hungry and groping minds of a war-weary population will merely fizzle like a V-2 dud that has buried itself in the ground.

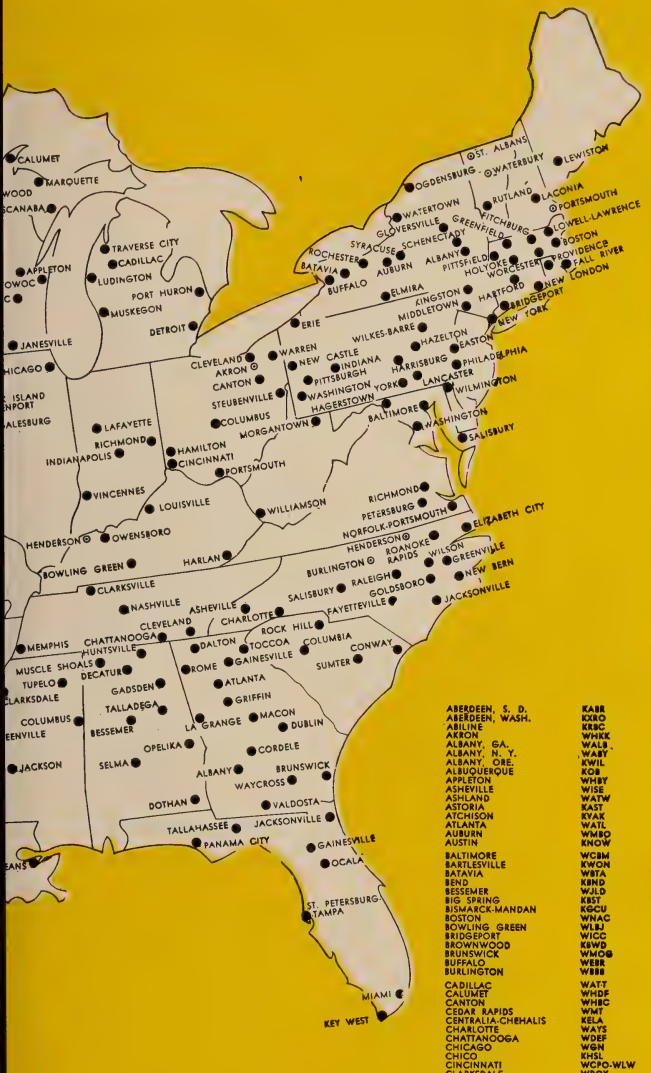
What we broadcasters make of radio in 1946 is in our hands—in our heads—in our hearts. This is the year of decision for us.

MBS

MUTUAL BROAD

NETWORK FACILITIES
AS OF FEB. 1, 1946

CASTING SYSTEM



STATION CALL LETTERS

ABERDEEN, S. D.	KABR	DES MOINES	KRNT
ABERDEEN, WASH.	KXRO	DETROIT	CKLW
ABILINE	KRBC	DEVILS LAKE	KDLR
AKRON	WHKK	DOTHAN	WAGF
ALBANY, GA.	WALB	DUBLIN	WMLT
ALBANY, N. Y.	WABY	DUBUQUE	KDTH
ALBANY, ORE.	KWIL	DULUTH-SUPERIOR	WDSM
ALBUQUERQUE	KOB		
APPLETON	WHBY	EASTON	WEST
ASHEVILLE	WISE	EL CENTRO	KXO
ASHLAND	WATW	ELIZABETH CITY	WCNC
ASTORIA	KAST	ELK CITY	KASA
ATCHISON	KYAK	ELMIRA	WENY
ATLANTA	WATL	EMPORIA	KTSW
AUBURN	WMRO	ERIE	WLEU
AUSTIN	KNOW	ESCANABA	WDBC
		EUGENE	KORE
BALTIMORE	WCBM	EUREKA	KIEM
BARTLESVILLE	KWON	EVERETT	KRKO
BATAVIA	WBTA		
BEND	KBND	FALL RIVER	WSAR
BESSEMER	WJLD	FAYETTEVILLE	WFNC
BIG SPRING	KBST	FERGUS FALLS	KGDE
BISMARCK-MANDAN	KGCU	FITCHBURG	WEIM
BOSTON	WNAC	FOND DU LAC	KFIZ
BOWLING GREEN	WLBJ	FORT DODGE	KVFD
BRIDGEPORT	WICC	FORT SMITH	KFPW
BROWNWOOD	KBWD	FORT WORTH	KFJZ
BRUNSWICK	WMOG	FREMONT	KORN
BUFFALO	WEBR	FRESNO	KFRE
BURLINGTON	WBBR		
		GADSDEN	WJBY
CADILLAC	WATT	GAINESVILLE, FLA.	WRUF
CALUMET	WHDF	GAINESVILLE, GA.	WGGA
CANTON	WHBC	GALESBURG	WGIL
CEDAR RAPIDS	WMT	GALVESTON	KLUF
CENTRALIA-CHEHALIS	KELA	GARDEN CITY	KIUL
CHARLOTTE	WAYS	GLOVERSVILLE	WENT
CHATTANOOGA	WDEF	GOLDSBORO	WGBR
CHICAGO	WGN	GRAND JUNCTION	KEXJ
CHICO	KHSL	GRANTS PASS	KUIN
CINCINNATI	WCPO-WLW	GREAT BEND	KVGB
CLARKSDALE	WROX	GREENFIELD	WHAI
CLARKSVILLE	WJZM	GREENVILLE, MISS.	WJPR
CLEVELAND, O.	WHK	GREENVILLE, N. C.	WGTC
CLEVELAND, TENN.	WBAC	GRIFFIN	WKEU
CLINTON	KROS		
CLOVIS	KICA	HAGERSTOWN	WJEJ
COLUMBIA	WEIX	HAMILTON	WMOH
COLUMBUS, MISS.	WCBI	HANNIBAL	KHMO
COLUMBUS, O.	WHKC	HARLAN	WHLN
CONWAY	WLAT	HARRISBURG	WKBO
COOS BAY	KOOS	HARTFORD	WHTD
CORDELE	WMJM	HASTINGS	KHAS
CORINTH	WCMA	HAZELTON	WAZL
CORPUS CHRISTI	KRIS	HELENA	KPFA
		HENDERSON, KY	WSON
DALLAS	WRR	HENDERSON, N. C.	WHNC
DALTON	WBLJ	HOLYOKE	WHYN
DECATUR	WMSL	HOT SPRINGS	KWFC
DENVER	KFEL	HOUSTON	KTHT
		HUNTSVILLE	WBHP
		IDAHO FALLS	KID
		INDIANA	WDAD
		INDIANAPOLIS	WIBC
		IRONWOOD	WJMS
		JACKSON	WJXN
		JACKSONVILLE	WJHP
		JACKSONVILLE	WJNC
		JAMESTOWN	KSJB
		JANESVILLE	WCLO
		JEFFERSON CITY	KWOS
		JONESBORO	KBTM
		JOPLIN	WMBH
		KANSAS CITY, KANS.	WHB
		KANSAS CITY, MO.	KCKN
		KEY WEST	WKWF
		KEARNEY	KGFW
		KINGSTON	WKNY
		KLAMATH FALLS	KFJI
		LAFAYETTE	WASK
		LACONIA	WLNH
		LA GRANGE	WLAG
		LANCASTER	WGAL
		LAREDO	KPAB
		LAWTON	KSWO
		LEWISTON, IDAHO	KRLC
		LEWISTON, ME.	WCOU
		LINCOLN	KFOR
		LOGAN	KVNU
		LONGVIEW, TEX.	KFRO
		LONGVIEW, WASH.	KWLK
		LOS ANGELES	KHJ
		LOUISVILLE	WGRC
		LOWELL-LAWRENCE	WLLH
		LUDINGTON	WKLA
		MACON	WHBX
		MANITOWOC	WOMT
		MAROUETTE	WDMJ
		MARSHALLTOWN	KFJB
		MARYSVILLE	KMYC
		MEMPHIS	WHBQ
		MERCED	KYOS
		MIAMI	WKAT
		MIDLAND	KCRS
		MIDDLETOWN	WALL
		MINNEAPOLIS-ST. PAUL	WLOL
		MINOT	KLPM
		MONTEREY	KDON
		MOORHEAD	KVOX
		MORGANTOWN	WAJR
		MUSCLE SHOALS	WLAY
		MUSKEGON	WKBZ
		NAMPA-BOISE	KFXD
		NASHVILLE	WSIX
		NEW BERN	WHIT
		NEW CASTLE	WKST
		NEW LONDON	WNLC
		NEW ORLEANS	WNOE
		NEW YORK	WOR
		NORFOLK-PORTSMOUTH	WSAP
		OCALA	WTMC
		OGDEN	KLO
		OGDENSBURG	WSLB
		OKLAHOMA CITY	KOCY
		OKMULGEE	KHBG
		OLYMPIA	KGY
		OMAHA	KBON
		OPELIKA	WJHO
		OTTUMWA	KNET
		OWENSBORO	KBIZ
		PALESTINE	WOMI
		PAMPA	KPDN
		PANAMA CITY	WDLP
		PARIS	KPLT
		PETERSBURG	WSSV
		PHILADELPHIA	WIP
		PINE BLUFF	KOTH
		PITTSBURGH	KDKA
		PITTSFIELD	WBRK
		PONCA CITY	WBRZ
		PORT ARTHUR-BEAUMONT	KPAC
		PORT HURON	WHLS
		PORTLAND	KALE
		PORTSMOUTH, N. H.	WHEB
		PORTSMOUTH, O.	WPAY
		POYNETTE-MADISON	WIBU
		PRICE	KOAL
		PROVIDENCE	WEAN
		PROVO	KOVO
		RALEIGH	WRAL
		REDDING	KVCV
		RICE LAKE	WJMC
		RICHMOND, IND.	WREV
		RICHMOND, VA.	WLEE
		ROANOKE RAPIDS	WCBT
		ROCHESTER	WSAY
		ROCK HILL	WRHI
		ROCK ISLAND-DAVENPORT	WHBF
		ROCK SPRINGS	KVRS
		ROME	WRGA
		ROSEBURG	KRNR
		RUTLAND	WSYB
		SACRAMENTO	KXOA
		ST. ALBANS	WWSR
		ST. LOUIS	KWK
		ST. PETERSBURG-TAMPA	WTSP
		SALEM	KSLM
		SALINA	KSAL
		SALISBURY, MD.	WBOC
		SALISBURY, N. C.	WSTP
		SALT LAKE CITY	KALL
		SAN ANGELO	KGKL
		SAN ANTONIO	KMAC
		SAN BERNARDINO	KFXM
		SAN DIEGO	KGB
		SAN FRANCISCO	KFRC
		SAN LUIS OBISPO	KVEC
		SANTA ANA	KVOE
		SANTA BARBARA	KDB
		SCHENECTADY	WGCA
		SEATTLE	KOL
		SEDALIA	KDRO
		SELMA	WHBB
		SHENANDOAH	KMA
		SHERMAN-DENISON	KREV
		SIDNEY	KGCX
		SIOUX CITY	KTRI
		SPENCER	KICD
		SPOKANE	KFIO
		SPRINGFIELD	KTTS
		STEUBENVILLE	WSTV
		SUMTER	WFIG
		SYLACAUGA	WFEB
		SYRACUSE	WOLF
		TACOMA	KMO
		TALLADEGA	WHTB
		TALLAHASSEE	WTAL
		TEMPLE	KTEM
		TEXARKANA	KCMC
		TOCCOA	WRLC
		TRAVERSE CITY	WTCM
		TUCUMCARI	KTNM
		TULSA	KOME
		TUPELO	WELO
		TYLER	KGKB
		VALDOSTA	WGOV
		VALLEY CITY	KOVC
		VERNON	KVWO
		VICTORIA	KVIC
		VINCENNES	WAOV
		VISALIA	KCOK
		WACO	WACO
		WALLACE	KWAL
		WALLA WALLA	KUJ
		WARREN	WRRN
		WASHINGTON, D. C.	WOL
		WASHINGTON, PA.	WJPA
		WATERBURY	WDEV
		WATERTOWN	WATN
		WAYCROSS	WAYX
		WICHITA	KFBI
		WILKES-BARRE	WBAX
		WILLIAMSON	WBTH
		WILMINGTON	WILM
		WILSON	WGTM
		WISCONSIN RAPIDS	WFHR
		WORCESTER	WAAB
		YAKIMA	WORK
		YORK	KIT

MUTUAL BROADCASTING SYSTEM

STATION CALL LETTERS

DES MOINES	KRNT
DETROIT	CILW
DEVILS LAKE	KDLR
DOTHAN	WAGF
DUBLIN	WMLT
DUBUQUE	KDTH
DULUTH-SUPERIOR	WDSM
EASTON	WEST
EL CENTRO	KIVO
ELIZABETH CITY	WCNC
ELK CITY	KASA
ELMIRA	WENY
EMPORIA	KTSW
ERIE	WLEU
ESCANABA	WDBC
EUGENE	KORE
EUREKA	KIEM
EVERETT	KRKO
FALL RIVER	WSAR
FAYETTEVILLE	WFNC
FERGUS FALLS	KGDE
FITCHBURG	WEIM
FOND DU LAC	KFIZ
FORT DODGE	KVFD
FORT SMITH	KFPW
FORT WORTH	KFJZ
FREMONT	KORN
FRESNO	KFRE
GADSDEN	WJBY
GAINESVILLE, FLA.	WRUF
GAINESVILLE, GA.	WGGA
GALESBURG	WGIL
GALVESTON	KLUF
GARDEN CITY	KIUL
GLOVERSVILLE	WENT
GOLDSBORO	WGBR
GRAND JUNCTION	KFXI
GRANTS PASS	KUIN
GREAT BEND	KVGB
GREENFIELD	WHAI
GREENVILLE, MISS.	WJPR
GREENVILLE, N. C.	WGTC
GRIFFIN	WKEU
HAGERSTOWN	WJEJ
HAMILTON	WMOH
HANNIBAL	KHMO
HARLAN	WHLN
HARRISBURG	WKBO
HARTFORD	WHTD
HASTINGS	KHAS
HAZELTON	WAZL
HELENA	KFBA
HENDERSON, KY	WSON
HENDERSON, N. C.	WHNC
HOLYOKE	WHYN
HOT SPRINGS	KWFC
HOUSTON	KTHT
HUNTSVILLE	WBHP
IDAHO FALLS	KID
INDIANA	WDAD
INDIANAPOLIS	WIBC
IRONWOOD	WJMS
JACKSON	WJXN
JACKSONVILLE	WJHP
JACKSONVILLE	WJNC
JAMESTOWN	KSJB
JANESVILLE	WCLO
JEFFERSON CITY	KWOS
JONESBORO	KBTM
JOPLIN	WMBH
KANSAS CITY, KANS.	WHB
KANSAS CITY, MO.	KCKN
KEY WEST	WKWF
KEARNEY	KGFW
KINGSTON	WKNY
KLAMATH FALLS	KFJI
LAFAYETTE	WASK
LACONIA	WLNH
LA GRANGE	WLAG
LANCASTER	WGAL
LAREDO	KPAB
LAWTON	KSWO
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LEWISTON, ME.	WCOU
LINCOLN	KFOR
LOGAN	KVNU
LONGVIEW, TEX.	KFRO
LONGVIEW, WASH.	KWLK
LOS ANGELES	KHJ
LOUISVILLE	WGRC
LOWELL-LAWRENCE	WLLH
LUDINGTON	WKLA
MACON	WNEX
MANITOWOC	WOMT
MARQUETTE	WDMJ
MARSHALLTOWN	KFJB
MARYSVILLE	KMYC
MEMPHIS	WHBQ
MERCED	KYOS
MIAMI	WKAT
MIDLAND	KCRS
MIDDLETOWN	WALL
MINNEAPOLIS-ST. PAUL	WLOL
MINOT	KLPM
MONTEREY	KDON
MOORHEAD	KVOX
MORGANTOWN	WAJR
MUSCLE SHOALS	WLAY
MUSKEGON	WKBZ
NAMPA-BOISE	KFXD
NASHVILLE	WSIX
NEW BERN	WHIT
NEW CASTLE	WKST
NEW LONDON	WNLC
NEW ORLEANS	WNOS
NEW YORK	WOR
NORFOLK-PORTSMOUTH	WSLAP
OCALA	WTMC
OGDEN	KLO
OGDENSBURG	WSLB
OKLAHOMA CITY	KOCY
ORMULGEE	KMBG
OLYMPIA	KGY
OMAHA	KBON
OPELIKA	WJHO
OTTUMWA	KNEI
OWENSBORO	KBTZ
PALESTINE	WOMI
PAMPA	KPDN
PANAMA CITY	WDLP
PARIS	KPLT
PETERSBURG	WSSV
PHILADELPHIA	WIP
PINE BLUFF	KOTN
PITTSBURGH	KDY
PITTSFIELD	WBRK
PONCA CITY	WBBZ
PORT ARTHUR-BEAUMONT	KPAC
PORT HURON	WHLS
PORTLAND	KALE
PORTSMOUTH, N. H.	WHEB
PORTSMOUTH, O.	WPAY
POYNETTE-MADISON	WIBU
PRICE	KOAL
PROVIDENCE	WEAN
PROVO	KOVO
RALEIGH	WRAL
REDDING	KVCV
RICE LAKE	WJMC
RICHMOND, IND.	WKBV
RICHMOND, VA.	WLEE
ROANOKE RAPIDS	WCBT
ROCHESTER	WSAY
ROCK HILL	WRHI
ROCK ISLAND DAVENPORT	WHBF
ROCK SPRINGS	KVRS
ROME	WRGA
ROSEBURG	KRNR
RUTLAND	WSYB
SACRAMENTO	KXOA
ST. ALBANS	WWSR
ST. LOUIS	KWK
ST. PETERSBURG-TAMPA	WTSP
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SALISBURY, N. C.	WSTP
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SAN ANGELO	KGKL
SAN ANTONIO	KMAC
SAN BERNARDINO	KFXM
SAN DIEGO	KGB
SAN FRANCISCO	KFRC
SAN LUIS OBISPO	KVEC
SANTA ANA	KYOS
SANTA BARBARA	KDB
SCHENECTADY	WGY
SEATTLE	KOL
SEDALIA	KDRO
SELMA	WHBB
SHENANDOAH	KMA
SHERMAN-DENISON	KRBY
SIDNEY	KGCX
SIOUX CITY	KTRI
SPENCER	KICD
SPOKANE	KFIO
SPRINGFIELD	KTTS
STEUBENVILLE	WSTV
SUMTER	WFIG
SYLACAUGA	WFEB
SYRACUSE	WOLF
TACOMA	KMO
TALLADEGA	WHTB
TALLAHASSEE	WTAL
TEMPLE	KTEM
TEXARKANA	KCMC
TOCCOA	WRLC
TRAVERSE CITY	WTCM
TUCUMCARI	KTNM
TULSA	KOME
TUPELO	WELO
TYLER	KGKB
VALDOSTA	WGOV
VALLEY CITY	KGYC
VERNON	KVWG
VICTORIA	KVIC
VINCENNES	WAOV
VISALIA	KCOK
WACO	WACO
WALLACE	KWAL
WALLA WALLA	KUJ
WARREN	WARM
WASHINGTON, D. C.	WOL
WASHINGTON, PA.	WJPA
WATERBURY	WDEV
WATERTOWN	WATN
WAYCROSS	WAYX
WICHITA	KFBI
WILKES BARRE	WBAX
WILLIAMSON	WBTH
WILMINGTON	WILM
WILSON	WGTM
WISCONSIN RAPIDS	WFHR
WORCESTER	WAAB
YAKIMA	WORK
YORK	KITT
ABERDEEN, S. D.	KABR
ABERDEEN, WASH.	KXRO
ABILINE	KRBC
AKRON	WHKC
ALBANY, GA.	WALB
ALBANY, N. Y.	WABY
ALBANY, ORE.	KWIL
ALBUQUERQUE	KOB
APPLETON	WHBY
ASHEVILLE	WISE
ASHLAND	WATW
ASTORIA	KAST
ATCHISON	KYAK
ATLANTA	WATL
AUBURN	WMSD
AUSTIN	KNOW
BALTIMORE	WCBM
BARTLESVILLE	KWON
BATAVIA	WBTA
BEND	KBND
BESSEMER	WJLD
BIG SPRING	KBST
BISMARCK-MANDAN	KGCU
BOSTON	WNAC
BOWLING GREEN	WLBJ
BRIDGEPORT	WICC
BROWNWOOD	KSWO
BRUNSWICK	WMOG
BUFFALO	WBEN
BURLINGTON	WBBE
CADILLAC	WATT
CALUMET	WHDF
CANTON	WHBC
CEDAR RAPIDS	WMT
CENTRALIA-CHEHALIS	KELA
CHARLOTTE	WAYS
CHATTANOOGA	WDEF
CHICAGO	WGN
CHICO	KHSL
CINCINNATI	WCPO-WLW
CLARKSDALE	WROX
CLARKSVILLE	WJLW
CLEVELAND, O.	WHK
CLEVELAND, TENN.	WBAC
CLINTON	KROS
CLOVIS	KICA
COLUMBIA	WKIX
COLUMBUS, MISS.	WCBI
COLUMBUS, O.	WHKC
CONWAY	WLAT
COOS BAY	KOOS
CORDELE	WMJM
CORINTH	WCMA
CORPUS CHRISTI	KRIS
DALLAS	WRR
DALTON	WBLJ
DECATUR	WMSL
DENVER	KFEL

NETWORK FACILITIES
AS OF SEPT. 1, 1946

MUTUAL Broadcasting System

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1440 Broadway, New York 18, N. Y.

Phone, PEnnsylvania 6-9600

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Carl Haverlin.....New York, Vice-President in Charge of Station Relations
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J. E. Wallen.....New York, Treasurer

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Theodore C. Streibert.....WOR, New York
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Theodore C. Streibert.....WOR, New York
Lewis Allen Weiss.....Don Lee, Hollywood

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Herbert Rice.....Creative Producer
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Paul Jonas
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John Newhouse.....Day Program Supervisor
Hugo Seiler.....Night Program Supervisor
John Thornton
Manager of Overseas Operation

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Administrative Assistant
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Jack Paige, Karl Bates .....Presidential Announcers

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E. P. H. James...Manager of Sales Operations
Torrence Danley
Manager of National Sales Service
Frank Kizis.....Eastern Service Manager
George M. Benson....Division Sales Manager

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Paul Hancock .....Statistician
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Field Representative (Southwest Division)
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Field Representative (Southeast Division)

Chicago Staff

Adolph Hult.....Vice-President in Charge of Midwest Operations
Carroll Marts.....Assistant to Vice-President
Gilbert McClelland..Sales Promotion Manager
James Mahoney.....Manager of Western Division-Station Relations
George P. Herro.....Publicity Director
Myrtle Goulet.....Station Traffic Supervisor

Detroit Staff

Penabscot Bldg.

Herbert Faust.....Central Division Manager

Pittsburgh Office

William Penn Hotel

Richard Bachman.....Sales Representative

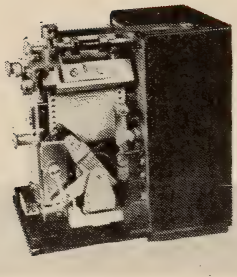
Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.....Mexico City
Don Bell .....Tokyo
Bob Brumby....In U. S. (awaiting assignment)
Owen Cunningham .....Honolulu
Gerald Dougherty.....Buenos Aires
Sidney Fine .....Moscow
Arthur Gaeth .....Balkans
Ted Hoskins .....Cairo
Berger Jacobsen .....Sweden
Seymour Korman .....Rome
Jack Mahon.....In U. S. (on leave)
Arthur Mann .....London
Ken McLaughlin .....Chungking
Charles Miner .....Shanghai
Leslie Nichols .....Germany
Robert Stewart .....Manila
Helen Townsley.....Rio de Janiero
Alfred Wagg.....India—New Delhi
Dorothy Williams .....Madrid

NOW more information

about listening in the WLW Merchandise-able Area . . . more accurately measured by the

NIELSEN RADIO INDEX



What is this . . .

NIELSEN RADIO INDEX

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising ● Recognizing this increasing need for more FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

NILES TRAMMELL
President

THE start of 1946 finds radio, like every other industry, at the crossroads. Policies adopted this first year of peace will establish the pattern for many years to come. Therefore it is fitting that we pause now for a review of our position at this historic jumping off place.

The Broadcasters of the United States are now better able to serve their listeners than at any time in radio history. We have at our command the world's greatest entertainment and finest music. Radio, which during the war gave the public the "News Listening Habit" through its extensive coverage, will now provide news of the world on a scale never before envisioned. Public affairs will continue to be covered thoroughly through special public service programs with authoritative speakers representing many viewpoints.

•

Probably best demonstrating the past and future of news and special events are the "Army Hour" and "National Hour" programs. During the war, the "Army Hour" was the public's closest radio link to its loved ones all around the world, giving listeners up-to-the-second news of our fighting men, and describing vividly the life they led. When the "Army Hour" became a "peace casualty," NBC replaced it with the "National Hour," which is designed to dramatize vital problems of the day closest to the public's welfare. Comparative ratings show audience interest continuing on a high plane.

•

Our staff is constantly being strengthened by the returning stream of key men from the armed forces. Others are being encouraged to enter the radio industry through our "Welcome Home Auditions."

The National Broadcasting Company has been planning technical as well as program advances and already some of those preparations are being set in motion. Our Engineering Department, busy with many secret projects during the war which only now are coming to light, has begun the job of modernizing facilities worn by war service.

Many wartime discoveries now are being incorporated in our regular service, with AM, FM and television all represented. We have completed plans and field surveys for post war television and FM transmitting facilities and have filed applications with the FCC for television licenses at Chicago, Los Angeles, Washington and Cleveland, and FM licenses at Washington, Chicago, Cleveland, Denver and San Francisco.

•

A new transmitter will be installed this year atop the Empire State Building for our television station WNBT. We will operate a network between New York and Washington in 1946, and New York and Boston in 1947. Other regional networks will be established as soon as possible. The program service also will be enlarged.

•

Construction of a new wing housing two audience studios was launched recently in Hollywood. Modernization of our Chicago studios is in progress. In New York's Radio City a studio incorporating many new developments in acoustical control was completed.

The National Broadcasting Company is entering with confidence what I predict will be the greatest year in broadcasting history —truly an auspicious time for NBC to mark its 20th anniversary.

NBC

NATIONAL BROAD

NETWORK FACILITIES
AS OF JAN. 1, 1946

CASTING COMPANY

NATIONAL BROAD CASTING COMPANY

NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, CIrcle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
Bertram Cutler
Gano Dunn
Frank M. Folsom
James G. Harbord
Edward W. Harden
Edward F. McGrady
De Witt Milhauser
Frank E. Mullen
Edward J. Nally
David Sarnoff
Niles Trammell

Officers

David Sarnoff.....Chairman of the Board
Niles Trammell.....President
Frank E. Mullen,
Vice President & General Manager
A. L. Ashby...Vice President & General Counsel
C. Lloyd Egner.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
Harry C. Kopf.....Vice President
John H. MacDonald...V.P. & Assistant Secretary
Clarence L. Menser.....Vice President
John F. Royal.....Vice President
Frank H. Russell.....Vice President
Sidney N. Strotz.....Vice President
Roy C. Witmer.....Vice President
R. J. Teichner.....Treasurer
H. F. McKeon.....Controller
Lewis MacConnach.....Secretary
C. E. Pfautz.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Officers

Niles Trammell.....President
Frank E. Mullen
Vice President & General Manager
James Rowland Angell..Public Service Counselor
Clayland T. Morgan...Assistant to the President
John H. MacDonald,
Vice President in Charge of Finance

Advertising and Promotion Department

Charles P. Hammond.....Director
James Nelson.....Assistant Director
Parmelee W. Cusack.....Art Director
Charles Vaill,
Manager of Network Sales Promotion

Continuity Acceptance Department

J. K. Mason.....Manager

Controller's Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

Engineering Department

O. B. Hanson...Vice President & Chief Engineer
George McElrath,
Manager of the Engineering Department
William A. Clarke.....Administrative Assistant
E. R. Cullen.Operations Assistant to the Manager
J. D'Agostino.....Staff Engineer
Raymond F. Guy.....Radio Facilities Engineer
C. A. Rackey..Audio & Video Facilities Engineer
R. E. Shelby..Director of Technical Development
George E. Stewart..National Recording Supervisor
F. A. Wankel.....Eastern Division Engineer
J .Wood, Jr.....Manager of Technical Services

Finance Department

John H. MacDonald,
Vice President in Charge of Finance
J. Robert Myers,
Assistant to Vice President in Charge of Finance
Charles A. Wall,
Adm. Asst. to V.-Pres. in Charge of Finance

General Service Department

Edward M. Lowell....Director of General Service
W. R. Thompson,
Supervisor of Building Maintenance Division
Leslie C. Vaughan,
Manager of Office Services Division

Guest Relations Department

William Ervin.....Manager
Peter Tintle.....Assistant Manager
Albert E. Walker.Asst. Mgr. of Special Activities
Robert Wogan.....Assistant Manager

Information Department

Horton Heath.....Director
Mrs. Irene Kuhn.....Assistant Director
Anita Barnard..Mgr. of Correspondence Division

International Department

Fred Bate.....Manager

Legal Department

A. L. Ashby...Vice President & General Counsel
Henry Ladner.....Assistant General Counsel
Carlyle E. Yates.....Assistant General Counsel
Edmund Souhami.....Attorney
John P. King.....Attorney
Paul B. Lynch.....Attorney
Richard H. Graham.....Attorney (Hollywood)
Edward J. McCrossin.....Attorney (Chicago)
Wilson I. Hurt.....Attorney (Denver)
Cahill, Gordon, Zachry & Reindel.....Counsel
(New York & Washington)

National Spot Sales Department

James V. McConnell.....Manager
Willan C. Roux.....Assistant Manager
William O. Tilenius.....Assistant Manager

Network Sales Department

Roy C. Witmer.....Vice President in Charge
Edward R. Hitz.Asst. to Vice President in Charge
I. E. Showerman..Eastern Division Sales Manager
F. Melville Greene.....Sales Service Manager
George H. Frey.....Asst. Sales Manager

News and Special Events Department

William F. Brooks,
Director of News and Special Events
Francis C. McCall.....Manager of Operations
Adolph Schneider..Acting Manager of Operations
Joseph O. Meyers.....Assistant to the Director

Personnel Department

Ernest de la Ossa.....Director of Personnel
Ashton Dunn.....Manager
Ruth Hurd.....Records and Research Manager
Helen Korday.....Employment Manager

Planning and Development Department

William S. Hedges....Vice President in Charge
James M. Gaines.....Manager
Philip I. Merryman,
Director of Facilities Development

Press Department

Sydney Eiges.....Manager
Thomas E. Knode.....Assistant Manager

Program Department

Clarence L. Menser....Vice President in Charge
Thomas H. Belviso.Manager of the Music Library
Frank Black.....General Music Director
Thomas Risworth,
Manager of Package Program Sales
Samuel Chotzinoff.....Manager, Music Division
Patrick J. Kelly.....Supervisor of Announcing
Frederick Knopfke...Supervisor of Sound Effects
William Stern.....Director of Sports
Thomas McCray.....Eastern Program Manager
Richard P. McDonagh..Manager, Script Division
de Lancey Provost,
Assistant to Program Manager of WEAF
Arch Robb.....Night Program Manager
Fred Shawn.....Administrative Assistant
Grace H. Sniffin.....Supervisor Business Office
Wynn Wright.....National Production Manager

Public Service Department

James Rowland Angell..Public Service Counselor
Dwight B. Herrick.....Manager
Margaret Cuthbert,
Director of Programs for Women & Children
Sterling Fisher.Assistant Public Service Counselor
Mrs. Doris Corwith....Assistant to the Manager
Jane T. Wagner....Director of Home Economics
Gilbert C. Chase,
Specialist, Latin-American Music & Literature

Radio Recording Department

C. Lloyd Egner.....Vice President in Charge
Robert W. Freidheim.....Manager
Henry P. Hayes,
Assistant to Vice President & Business Manager
Norman Cloutier.Manager of Thesaurus Programs
Charles G. Hicks, Jr...Recording Sales Manager
Willis B. Parsons,
Thesaurus & Syndicated Sales Manager
William Seth.....Director of Sales Promotion
George C. Stevens.....Office Manager
H. H. Wood.....Program Manager

Research Department

Hugh M. Beville.....Director
Barry T. Rumple.....Manager

Stations Department

Easton C. Woolley.....Director

Stations Relations Department

Sheldon B. Hickox, Jr.....Manager

Traffic Department

Harry A. Woodman.....Traffic Manager

Television Department

John F. Royal.....Vice President in Charge
Noran Kersta.....Manager
N. Ray Kelly,
Manager, Program Production Facilities
Reynold Kraft.....Sales Manager
Warren Wade,
Executive Director, Program Division
John T. Williams.....Business Manager

Transportation Department

Marie F. Dolan.....Manager

Treasurers Department

Rudolph J. Teichner.....Treasurer
William D. Bloxham.....Purchasing Agent
William A. Williams..Assistant to the Treasurer

Operated Stations

STATION MANAGERS

Vernon H. Pribble..Manager of Station WTAM
Lloyd E. Yoder.....Manager of Station KOA
John W. Elwood.....Manager of Station KPO
Carleton D. Smith....Manager of Station WRC

Central Division—Chicago

Merchandise Mart, Chicago 54, *Ill.*
Tel.—Superior 8300

Harry C. Kopf,
V. Pres. & Gen. Mgr. of the Central Division
Oliver Morton.....National Spot Sales Manager
Emmons C. Carlson,
Sales Promotion & Advertising Manager
Frank E. Chizzini...Manager of Radio Recording
Henry D. Livezey....Manager of Guest Relations
Eric Danielson.....Program Traffic Supervisor
Robert M. Guilbert.Continuity Acceptance Editor
William Drips.....Director of Agriculture
Everett G. Mitchell,
Director of Agriculture for Station WMAQ
Jules Herbuveaux.....Program Manager
Frederick A. Jacobson, Jr...Production Manager
A. W. Kaney.....Stations Relations Department
Howard C. Luttgens,
Central Division Chief Engineer
Paul McCluer.....Sales Manager
Edward J. McCrossin.....Attorney
William J. Murphy.....Script Editor
William B. Ray,
Manager, News and Special Events
Jack Ryan.....Manager of Press Relations
Judith C .Waller.....Director of Public Service
John F. Whalley.....Business Manager

Western Division—Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz.....Vice President in Charge
Joseph J. Alvin..Manager News & Special Events
Frank A. Berend.....Sales Manager
Harold J. Bock,
Mgr. of Press Dept. & Dir. of Pub. Rel.
Frank V. Dellett.....Auditor
Frank E. Ford,
Manager, Sales Promotion Department
Lewis S. Frost,
Asst. to V. Pres & Western Div. Program Mgr.
Paul B, Gale.....Traffic Supervisor
Donald Honrath,
Manager, Continuity Acceptance Department
Robert E. Howard,
Manager, National Spot Sales Department
Henry C. Maas,
Manager of Sales and Program Traffic
Jennings Pierce,
Director of Public Service & Mgr. of Sta. Rel.
Alex S. Robb.....Manager of Package Sales
A. H. Saxton..Chief Engineer, Western Division
Donn B. Tatum.....Attorney
Oscar C. Turner,
Manager, Radio Recording Department

Washington, D. C.

724 14*th Street N.W., Washington, D. C.*
Phone—Republic 4000

Frank M. Russell.....Vice President in Charge
Carleton D. Smith.....Manager WRC
R. G. Goldenstroth.....Auditor
Albert E. Johnson.....Engineer in Charge
William McAndrew,
Director, News and Special Events
George Wheeler.....Assistant to Manager
Mahlon Glascock.....Sales Manager
Ward Hubbard,
Manager, Radio-Recording Department

Foreign Representatives

ENGLAND

Stanley Richardson.....Manager, London Office
43 Berkeley Square, London, England
Tel. Grosvenor 3150, Grosvenor 1905
NBC Stations Planning and Advisory Committee

NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Clair McCollough.....WGAL, Lancaster, Pa.
G. Richard Shafto.....WIS, Columbia, S. C.
Nathan Lord.....WAVE, Louisville
Harold Wheelahan.....WSMB, New Orleans
Stanley E. Hubbard.....KSTP, St. Paul
Edgar T. Bell.....WKY, Oklahoma City
Richard O. Lewis.....KTAR, Phoenix, Ariz.
Arden X. Pangborn.....KGW, Portland, Ore.

NBC Foreign Correspondents

Henry Cassidy, Edwin Haaker, Romney Wheeler, London

Paul Archinard, Paris

Robert Magidoff, Eddie Gilmore, Daniel DeLuce, Moscow

Roy Porter, Berlin

Frank O'Brien, Cairo

Guthrie Janssen, Philippines

James M. Wahl, Hawaii

Calvin Hirsh, William Shaplen, China

Sven Norberg, Stockholm

A. D. Bramstedt, Fairbanks

George Thomas Folster, Japan

Harwood Hull, Jr., Puerto Rico

Max Jordan, Berne

Donald L. Ferguson (Rio de Janeiro), Leon Hochstetter (Buenos Aires), South America

Peter Brennan, Panama

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC

FOR COMPLETE LIST OF ALL COMMERCIAL PROGRAMS ON MAJOR NETWORKS PLEASE TURN TO PAGE 865

KEYSTONE Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President ..... Michael M. Sillerman
Vice-President .....Naylor Rogers
Vice-President .....Mort Adams
Vice-President ..... Arthur Wolf
Vice-President ..... William Wolf
Secretary-Treasurer ..... Sidney J. Wolf
Assistant Treasurer.....Joseph Bayer

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

General Manager.....Michael M. Sillerman
Director of Station Relations.....Mort Adams
Manager of Station Relations..James P. Lappin
Sales & Promotion Consultant....Alvin Austin
Director Promotion-Research.....Calvin Fox
Office Manager ..... Rosita Seale
Account Executive ..... Albert F. Dykes
Account Executive ..... Noel A. Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf
Accountant ..... Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers

Hollywood

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda
Pacific Coast Sales.....Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.

REGIONAL NETWORKS

Arizona Broadcasting System

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

Manager ..... Dick Lewis
Commercial Manager ..... Bill Harvey
Promotion Manager ..... Arnold LaBenz

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.

NATIONAL REPRESENTATIVE
Paul H. Raymer Company

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager ..... Albert D. Johnson
Program Manager ..... J. R. Williams
Commercial Manager ..... John L. Hogg
KTUC Manager ..... Lee Little
KSUN Manager ..... Dave Karbach

STATIONS

KTUC: Tucson; KSUN, Bisbee-Douglas-Lowell.

NATIONAL REPRESENTATIVE
John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.
Phone, Melrose 2873

PERSONNEL

General Manager ..... W. C. Bridges
Director of Operations .... H. E. Westmoreland
Promotion Manager ..... H. H. Sonnenburg
WMFG Manager ..... Harry Hyett
WHLB Manager ..... Greg Rouleau
WEAU Manager ..... Clyde Riddle
WJMC Manager ..... Leonard Anderson

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.

REPRESENTATIVE
George P. Hollingbery Co.

Connecticut State Network

270 Atlantic St., Stamford, Conn.
Phone: Stamford 3-0747

PERSONNEL

President ..... Harold H. Meyer
Director ..... Glover DeLaney
Director ..... G. J. Morey
Director ..... Richard Davis
Director ..... Sam Elman
Director ..... Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELI, New Haven; WTHT, Hartford.

REPRESENTATIVES
Helen Wood, New York
Bertha Bannan (Boston)

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 8111

PERSONNEL

President ..... Thomas S. Lee
Vice-President & General Manager
Lewis Allen Weiss
Vice-President & Asst. General Manager
Willet H. Brown
Secretary-Treasurer ..... A. M. Quinn
General Sales Manager ..... Sydney Gaynor
Asst. Gen. Sales Manager .. Henry Kerstenkorn
Program Director ..... Pat Campbell
Production Director ..... William Randol
Continuity Acceptance Dir... William Williams
News & Special Features Dir... Les Mawhinney
Chief Supervisor ..... Tony La Frano
Dir. of Station Relations ..... Pat Campbell
Publicity Director ..... Harriet Crouse

STATIONS

NORTHERN CALIFORNIA: KFRC, San Francisco; KHSL, Chico; KIEM, Eureka; KFRE, Fresno; KMYC, Marysville; KYOS, Merced; KDON, Monterey; KVCV, Redding and KXOA, Sacramento.

"This is the CONNECTICUT STATE NETWORK..."

WSRR WNAB WELI WATR WTHT WNLC

Y YORK... Helen Wood BOSTON... Bertha Bonnan H. MEYER, President

SOUTHERN CALIFORNIA: KHJ, Los Angeles; KXO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

WASHINGTON: KOL, Seattle; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla and KIT, Yakima.

IDAHO: KRLC, Lewiston; KWAL, Wallace.

NATIONAL REPRESENTATIVE
John Blair & Co.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

Associate Manager (WGST).....Frank Gaither
General Manager (WTOC.....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

★

Intermountain Network

248 S. Main St., Salt Lake City, Utah
Phone: 4-1843

President.....A. L. Glasman
General Manager.....George C. Hatch
General Sales Manager.....Lynn L. Meyer
Engineering Director.....D'Orr Cozzens

STATIONS

KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho and KVRS, Rock Springs, Wyo.

REPRESENTATIVE
Adams J. Young, Jr., Inc.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)
Riverside 5663

PERSONNEL

Chairman of Operating Committee.O. L. Taylor
Managing Director.....Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES
Taylor-Howe-Snowden Radio Sales

★

Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.
Phone: Mulberry 1300

PERSONNEL

Director of Nat'l Sales...Andrew H. Hilgartner
Director of Local Sales.....William S. Pirie

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury, Md.; WJEJ, Hagerstown, Md.

NATIONAL REPRESENTATIVES
John Blair & Co.

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5259

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

NATIONAL REPRESENTATIVE
Paul H. Raymer Co., Radio Advertising Co.

★

Michigan Radio Network

Operated by King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell
Adv. & Sales Prom. Mgr...Wm. J. Hendricks, Jr.
Commercial Manager.....James G. Riddell

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie; WKBZ, Muskegon.

REPRESENTATIVE
Paul H. Raymer Co.

McClatchy Beeline

708 Eye St., Sacramento 4, Cal.
Phone: Sacramento 25011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....John J. Groller
Promotion Director.....Evert S. Peterson
Agricultural Editor.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Company

★

Mississippi Valley Network

E-6622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579

PERSONNEL

Chairman of Board.....John W. Boler
President.....Howard S. Johnson
Vice President-Gen. Mgr.....Donn Clayton
Vice President-Sales.....William J. Kutsch
Western Div. Sales Mgr.....William E. Ware
Assistant to Vice President....Harland Ohde
Controller.....Florence Tibeau

BRANCH OFFICES

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4894, William J. Kutsch, Vice President. Empire State Building, New York 1, N. Y., Phone LOngacre 3-4374, William J. Kutsch, Vice President. Rand Tower, Minneapolis, Minn., Harland Ohde, Assistant to Vice President.

STATIONS

North Central Broadcasting System, Inc., operators of Mississippi Valley Network. 76 affiliated stations located within twelve midwestern states. For station lists, contact North Central Broadcasting Systems, Inc.

★

New England Regional Network

26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
Lee B. Wailes, John J. Boyle, Wm. H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Central Broadcasting System, Inc.

E-622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579
See Mississippi Valley Network.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldlg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
Supervisor of Stations.....Jack M. Davidson
Chief Engineer.....George McCurdy
Manager (CKGB).....H. Freeman
Manager (CJKL).....C. Chambers
Manager (CFCH) .....Cliff Pickrem
Manager (CHEX).....H. Cooke
Manager (CKWS).....Roy Hoff

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Phone: E.L. 1165
Manager.....R. H. Thomson
1010 University Tower, Montreal, Quebec
Phone: H.A. 3051
Manager.....R. A. Leslie

★

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511
Sales Office: c/o KSTP, Radio City, Minneapolis 2, Minn.
Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales

★

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone: 2-3291

PERSONNEL

General Manager (KOMA).....Kenyon Brown
Sales Prom. Mgr.....Webster L. Benham, Jr.
Dir. of Programs & News.....Bill Bryan
Chief Engineer.....M. W. Thomas
Production Manager.....Paul Buenning

STATIONS

KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Witchita Falls, Texas.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL

General Manager.....Leon Levy
Asst. Manager.....P. J. Sharkey
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone; Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....Fred Ohl

★

Southern Minnesota Network

101 N. Second St., Mankato, Minn.
Phone 4673

PERSONNEL

Sales Manager.....John F. Meagher
KYSM Manager.....John F. Meagher
KROC Manager.....L. A. Mair
KATE Manager.....Ed. L. Hayek
WKNO Manager.....L. L. McCurnin
KWLM Manager.....H. W. Linder

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

Tennessee Valley Regional Network

Knoxville, Tenn.

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York-Chicago)
Harry E. Cummings (Jacksonville, Fla.)

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Halff
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2; WOAL, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone: 3-9363

PERSONNEL

President.....Gene L. Cagle
General Manager.....Gene L. Cagle
Assistant General Manager...Frances Griffith
Program Director.....Russ Lamb
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest Clough
Merchandising Director.....L. R. Duffy
Chief Engineer.....Truett Kimzey
Musical Director.....Frances Kay

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL

President.....Louis N. Howard, WHIT
Secretary.....Harry Bright, WGBR
Treasurer.....Allen Wannamaker, WGTM
Program Director.....Ray Reeve
Sales Manager.....Philip F. Whitten, Raleigh
Vice-President.....B. S. Hodges, Jr., WGTC

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Traffic Manager.....Catherine Gleason
Engineer.....John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Philip P. Allen

★

West Virginia Network

CHARLESTON BROADCASTING CO.

1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director & V.P...Howard L. Chernoff
Sales Manager.....Howard L. Chernoff
Promotion Manager.....John Sinclair
Program Director.....Berton Sonis
Musical Director.....Leah Sloman
Technical Supervisor.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.....George Clinton
WSAZ Manager.....Marshall Rosene
WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Nash Building
Wisconsin Rapids, Wisc.
Phone: 90

PERSONNEL

President.....W. F. Huffman

V.P. & Managing Dir.....Don C. Wirth
Traffic Manager.....Geo. T. Frechette
(Address all communications to Don. C. Wirth)

STATIONS

Basic Stations: WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc; WKBH, La Crosse; WDSM, Superior.

★

The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.
Phone: 6-5461

President.....Roy C. Kelley
Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WATT, Cadillac, Mich.; WKBZ, Muskegon; WJJD, Chicago, Illionis; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Ecanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.; WATW, Ashland, Wis.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President .....William O'Neil
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller Howard F. Wright
Station Relations.....Barbara Sprague
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
Leland Bickford
Director of Promotion.....James S. Powers
Director of Merchandising.....Arthur Lathrop
Director of Publicity.....Phyllis Doherty
Director of Special Events.....Lester Smith
Chief Engineer.....Irving Robinson
Program Director.....George W. Steffy

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 3rd; Henry Linus Travers; Frank Knowlton.

STATIONS

WNAC, Boston; WHTD, Hartford; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WHEB, Portsmouth, N. H.; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg; WHYN, Holyoke.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611
WAAB Manager.....H. Wm. Koster

Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Supervisor.....Malcolm Parker

Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.

WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters

They said it couldn't be done!

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule. WQXR complied with a program booklet which still sells for 10¢ a copy or $1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times

STATIONS

Alphabetical Listing

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U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency

•

Stations Alphabetically
Listed by States — Personnel
Other Detailed Information

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	1450	250	599
KABR	Aberdeen, S. D.	1420	5000	578
KADA	Ada, Okla.	1230	250	540
KALB	Alexandria, La.	580	1000	414
KALE	Portland, Ore.	1330	5000	548
KALL	Salt Lake City, Utah	910	1000	604
KAMD	Camden, Ark.	1450	250 C.P.	318
KAND	Corsicana, Texas	1340	250	589
KANS	Wichita, Kans.	1240	250	409
KAPT	North Little Rock, Ark.	1450	250 C.P.	320
KARK	Little Rock, Ark.	920	5000	319
KARM	Fresno, Calif.	1430	5000	324
KASA	Elk City, Okla.	1240	100	540
KAST	Astoria, Ore.	1230	250	545
KATE	Albert Lea, Minn.	1450	250	451
KAVE	Carlsbad, N. M.	1240	250	480
KBIX	Muskogee, Okla.	1490	250	541
KBIZ	Ottumwa, Iowa	1240	250	399
KBKR	Baker, Ore.	1490	250	545
KBND	Bend, Ore.	1340	250	545
KBNE	Boulder City, Nev.	1450	250	475
KBON	Omaha, Neb.	1490	250	474
KBPS	Portland, Ore.	1450	100	548
KBST	Big Spring, Texas	1490	100	588
KBTM	Jonesboro, Ark.	1230	250	319
KBUR	Burlington, Iowa	1490	250	395
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	588
KCKN	Kansas City, Kans.	1340	250	405
KCMC	Texarkana, Texas	1230	250	601
KCMJ	Palm Springs, Calif.	1340	250	333
KCMO	Kansas City, Mo.	1480	1000	463
KCOK	Tulare, Calif.	1240	250	341
KCOR	San Antonio, Texas	1350	1000 C.P.	599
KCOW	Ellensburg, Wash.	1240	250 C.P.	612
KCRA	Sacramento, Calif.	1340	250	334
KCRC	Enid, Okla.	1390	1000	540
KCRS	Midland, Texas	1230	250	597
KDAL	Duluth, Minn.	610	1000	451
KDB	Santa Barbara, Calif.	1490	250	339
KDFN	Casper, Wyo.	1470	1000	627

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KDKA	Pittsburgh, Pa.	1020	50000	565
KDLR	Devils Lake, N. D.	1240	250	523
KDNT	Denton, Texas	1450	250	591
KDON	Monterey, Calif.	1240	250	331
KDRO	Sedalia, Mo.	1490	250	468
KDTH	Dubuque, Iowa	1370	1000	398
KDYL	Salt Lake City, Utah	1320	5000	605
KECA	Los Angeles, Calif.	790	5000	325
KELA	Centralia-Chehalis, Wash.	1470	1000	612
KELD	El Dorado, Ark.	1400	250	318
KELO	Sioux Falls, S. D.	1230	250	579
KENO	Las Vegas, Nev.	1400	250	475
KERN	Bakersfield, Calif.	1410	1000	323
KEVR	Seattle, Wash.	1090	250	613
KEX	Portland, Ore.	1190	5000	548
KEYS	Corpus Christi, Texas	1490	250	589
KFAB	Lincoln, Neb.	1110	10000	473
KFAC	Los Angeles, Calif.	1330	1000	325
KFAM	St. Cloud, Minn.	1450	250	454
KFAR	Fairbanks, Alaska	610	10000	629
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1240	250	627
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	409
KFBK	Sacramento, Calif.	1530	10000	334
KFDA	Amarillo, Texas	1230	250	586
KFDM	Beaumont, Texas	560	1000	587
KFEL	Denver, Colo.	950	5000	342
KFEQ	St. Joseph, Mo.	680	5000	465
KFFA	Helena, Ark.	1490	250	319
KFGQ	Boone, Iowa	1260	250	395
KFH	Wichita, Kans.	1330	5000	407
KFI	Los Angeles, Calif.	640	50000	326
KFIO	Spokane, Wash.	1230	250	615
KFIZ	Fond-Du-Lac, Wis.	1450	250	621
KFJB	Marshalltown, Iowa	1230	250	398
KFJI	Klamath Falls, Ore.	1240	100	546
KFJM	Grand Forks, N. D.	1440	1000	523
KFJZ	Fort Worth, Texas	1270	5000	593
KFKA	Greeley, Colo.	910	1000	344
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	406
KFLW	Klamath Falls, Ore.	1450	250	546
KFMB	San Diego, Calif.	1450	250	335
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	399
KFOR	Lincoln, Neb.	1240	250	473
KFOX	Long Beach, Calif.	1280	1000	325
KFPW	Fort Smith, Ark.	1400	250	318
KEPY	Spokane, Wash.	920	5000	615
KFQD	Anchorage, Alaska	790	1000	629
KFRC	San Francisco, Calif.	610	5000	336
KFRE	Fresno, Calif.	1340	250	324
KFRO	Longview, Texas	1370	1000	596
KFRU	Columbia, Mo.	1400	250	461
KFSD	San Diego, Calif.	600	1000	335
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	326
KFUN	Las Vegas, N. M.	1230	250	480
KFUO	St. Louis, Mo.	850	5000	465
KFVD	Los Angeles, Calif.	1020	1000	328
KFVS	Cape Girardeau, Mo.	1400	250	461
KFWB	Los Angeles, Calif.	980	5000	326
KFXD	Nampa, Idaho	1230	250	375
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	344
KFXM	San Bernardino, Calif.	1240	250	334

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFYO	Lubbock, Texas	1340	250	596
KFYR	Bismarck, N. D.	550	5000	523
KGA	Spokane, Wash.	1510	10000	615
KGAK	Gallup, N. M.	1230	250	480
KGB	San Diego, Calif.	1360	1000	336
KGBS	Harlingen, Texas	1240	250	595
KGBX	Springfield, Mo.	1260	5000	468
KGCU	Mandan, N. D.	1270	250	524
KGCX	Sidney, Mont.	1480	1000	472
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	451
KGDM	Stockton, Calif.	1140	5000	340
KGEK	Sterling, Colo.	1230	250	345
KGER	Long Beach, Calif.	1390	5000	325
KGEZ	Kalispell, Mont.	1340	100	471
KGFF	Shawnee, Okla.	1450	250	543
KGFJ	Los Angeles, Calif.	1230	100	328
KGFL	Roswell, N. M.	1400	100	481
KGFW	Kearney, Neb.	1340	250	473
KGFX	Pierre, S. D.	630	200	578
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	403
KGGM	Albuquerque, N. M.	1260	1000	480
KGHF	Pueblo, Colo.	1350	1000 d., 500 n.	345
KGHI	Little Rock, Ark.	1230	250	320
KGHL	Billings, Mont.	790	5000	469
KGIR	Butte, Mont.	1370	5000	471
KGIW	Alamosa, Colo.	1450	250	342
KGKB	Tyler, Texas	1490	250	601
KGKL	San Angelo, Texas	1400	250	598
KGKO	Fort Worth, Texas	570	5000	593
KGKY	Scottsbluff, Neb.	1490	250	475
KGLO	Mason City, Iowa	1300	5000	399
KGLU	Safford, Ariz.	1450	250	317
KGMB	Honolulu, Hawaii	590	5000	631
KGNC	Amarillo, Texas	1440	5000 d., 1000 n.	586
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	403
KGO	San Francisco, Calif.	810	7500	336
KGRH	Fayetteville, Ark.	1450	250 C.P.	318
KGU	Honolulu, Hawaii	760	2500	631
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	471
KGW	Portland, Ore.	620	5000	548
KGY	Olympia, Wash.	1240	250	613
KHAS	Hastings, Neb.	1230	250	473
KHBC	Hilo, Hawaii	1230	250	631
KHBG	Okmulgee, Okla.	1240	250	542
KHJ	Los Angeles, Calif.	930	5000	329
KHMO	Hannibal, Mo.	1340	250	461
KHON	Honolulu, Hawaii	1400	250 C.P.	631
KHQ	Spokane, Wash.	590	5000	616
KHSL	Chico, Calif.	1290	1000	323
KHUB	Watsonville, Calif.	1340	250	341
KICA	Clovis, N. M.	1240	250	480
KICD	Spencer, Iowa	1240	250	401
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	395
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	375
KIEM	Eureka, Calif.	1480	1000	324
KIEV	Glendale, Calif.	870	250	324
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	523
KINY	Juneau, Alaska	1460	5000	629
KIRO	Seattle, Wash.	710	50000	614
KIT	Yakima, Wash.	1280	1000	617
KIUL	Garden City, Kans.	1240	250	403

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KIUN	Pecos, Texas	1400	100	598
KIUP	Durango, Colo.	1400	250	344
KJBS	San Francisco, Calif.	1100	500	336
KJR	Seattle, Wash.	950	5000	614
KLAC	Los Angeles, Calif.	570	1000	329
KLBM	La Grande, Ore.	1450	250	547
KLCN	Blytheville, Ark.	900	1000	318
KLIZ	Brainerd, Minn.	1100	250 C.P.	451
KLO	Ogden, Utah	1430	5000	604
KLPM	Minot, N. D.	1390	1000	524
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	320
KLUF	Galveston, Texas	1400	250	595
KLX	Oakland, Calif.	910	1000	332
KLZ	Denver, Colo.	560	5000	343
KMA	Shenandoah, Iowa	960	5000	399
KMAC	San Antonio, Texas	1240	250	599
KMBC	Kansas City, Mo.	980	5000	463
KMED	Medford, Ore.	1440	1000	547
KMJ	Fresno, Calif.	580	5000	324
KMLB	Monroe, La.	1230	250	415
KMMJ	Grand Island, Neb.	750	1000	472
KMO	Tacoma, Wash.	1360	5000	616
KMOX	St. Louis, Mo.	1120	50000	467
KMPC	Los Angeles, Calif.	710	10000	331
KMYC	Marysville, Calif.	1450	250	331
KMYR	Denver, Colo.	1340	250	343
KNAK	Salt Lake City, Utah	1400	250	604
KNEL	Brady, Texas	1490	250 d., 100 n.	588
KNET	Palestine, Texas	1450	100	597
KNOE	Monroe, La.	1450	250	415
KNOW	Austin, Texas	1490	250	587
KNX	Los Angeles, Calif.	1070	50000	329
KOA	Denver, Colo.	850	50000	343
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	545
KOAL	Price, Utah	1450	250	604
KOAM	Pittsburgh, Kans.	810	1000	406
KOB	Albuquerque, N. M.	770	5000	480
KOCA	Kilgore, Texas	1240	250	596
KOCY	Oklahoma City, Okla.	1340	250	541
KODL	The Dalles, Ore.	1230	250 d., 100 n.	546
KODY	North Platte, Neb.	1240	250	474
KOH	Reno, Nev.	630	1000	475
KOIL	Omaha, Neb.	1290	5000	474
KOIN	Portland, Ore.	970	5000	548
KOKO	La Junta, Colo.	1400	250	344
KOL	Seattle, Wash.	1300	5000	614
KOMA	Oklahoma City, Okla.	1520	5000	541
KOME	Tulsa, Okla.	1340	250	543
KOMO	Seattle, Wash.	1000	5000	614
KONO	San Antonio, Texas	1400	250	599
KONP	Port Angeles, Wash.	1450	250	613
KOOS	Coos Bay, Ore.	1230	250	547
KORE	Eugene, Ore.	1450	250	546
KORN	Fremont, Neb.	1400	250	472
KOTA	Rapid City, S. D.	1380	5000	578
KOTN	Pine Bluff, Ark.	1490	250	320
KOVC	Valley City, N. D.	1490	250	524
KOVO	Provo, Utah	1240	250	604
KOWH	Omaha, Neb.	660	500	474
KOY	Phoenix, Ariz.	550	1000	316
KPAB	Laredo, Texas	1490	250	596

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC	Port Arthur, Texas	1250	1000	598
KPDN	Pampa, Texas	1340	250	597
KPFA	Helena, Mont.	1240	250	471
KPHO	Phoenix, Ariz.	1230	250	316
KPKW	Pasco, Wash.	1340	250	613
KPLC	Lake Charles, La.	1490	250	414
KPLT	Paris, Texas	1490	250	597
KPMC	Bakersfield, Calif.	1560	1000	323
KPO	San Francisco, Calif.	680	50000	336
KPOF	Denver, Colo.	910	1000	343
KPOW	Powell, Wyo.	1230	250	627
KPPC	Pasadena, Calif.	1240	100	333
KPQ	Wenatchee, Wash.	560	1000	617
KPRC	Houston, Texas	950	5000	595
KPRO	Riverside, Calif.	1440	1000	333
KQV	Pittsburgh, Pa.	1410	1000	563
KQW	San Jose, Calif.	740	5000	339
KRBA	Lufkin, Texas	1340	250	597
KRBC	Abilene, Texas	1450	250	586
KRBM	Bozeman, Mont.	1450	250	469
KRE	Berkeley, Calif.	1400	250	323
KRGV	Weslaco, Texas	1290	1000	603
KRIC	Beaumont, Texas	1450	250	588
KRIS	Corpus Christi, Texas	1360	1000	589
KRJF	Miles City, Mont.	1340	250	471
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	329
KRKO	Everett, Wash.	1400	250	612
KRLC	Lewiston, Idaho	1400	250	375
KRLD	Dallas, Texas	1080	50000	591
KRMD	Shreveport, La.	1340	250	416
KRNR	Roseburg, Ore.	1490	250	549
KRNT	Des Moines, Iowa	1350	5000	397
KROC	Rochester, Minn.	1340	250	453
KROD	El Paso, Texas	600	1000 d., 500 n.	593
KROP	Brawley, Calif.	1300	1000 d., 500 n.,C.P.	323
KROS	Clinton, Iowa	1340	250	395
KROW	Oakland, Calif.	960	1000	332
KROY	Sacramento, Calif.	1240	250	334
KRRV	Sherman, Texas	910	1000	600
KRSC	Seattle, Wash.	1150	1000	614
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	406
KSAL	Salina, Kans.	1150	1000	406
KSAM	Huntsville, Texas	1490	250	596
KSAN	San Francisco, Calif.	1450	250	337
KSCJ	Sioux City, Iowa	1360	5000	399
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	467
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	375
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	337
KSIL	Silver City, N. M.	1340	250 C.P.	481
KSJB	Jamestown, N. D.	600	250, 5000 C.P.	524
KSKY	Dallas, Texas	660	1000	591
KSL	Salt Lake City, Utah	1160	50000	605
KSLM	Salem, Ore.	1390	1000	549
KSMA	Santa Maria, Calif.	1450	250	340
KSO	Des Moines, Iowa	1460	5000	397
KSOO	Sioux Falls, S. D.	1140	5000	579
KSRO	Santa Rosa, Calif.	1350	1000	340
KSRV	Ontario, Ore.	1450	250 C.P.	547
KSTP	St. Paul, Minn.	1500	50000	454
KSUB	Cedar City, Utah	1340	250	603
KSUN	Bisbee, Ariz.	1230	250	315

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSWO	Lawton, Okla.	1150	250	541
KTAR	Phoenix, Ariz.	620	5000	316
KTBC	Austin, Texas	590	1000 d., 250 n.	587
KTBI	Tacoma, Wash.	1490	250	616
KTBS	Shreveport, La.	1480	1000	417
KTEM	Temple, Texas	1400	250	600
KTFI	Twin Falls, Idaho	1270	1000	377
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	319
KTHT	Houston, Texas	1230	250	595
KTKC	Visalia, Calif.	940	5000	341
KTKN	Ketchikan, Alaska	930	1000	629
KTMC	McAlester, Okla.	1400	250 C.P.	541
KTMS	Santa Barbara, Calif.	1250	1000	340
KTNM	Tucumcari, N. M.	1400	250	481
KTOH	Lihue, Hawaii	1490	250	631
KTOK	Oklahoma City, Okla.	1400	.250	542
KTRB	Modesto, Calif.	860	1000	331
KTRH	Houston, Texas	740	50000	595
KTRI	Sioux City, Iowa	1450	250	401
KTSA	San Antonio, Texas	550	5000 d., 1000 n.	600
KTSM	El Paso, Texas	1380	1000 d., 500 n.	593
KTSW	Emporia, Kans.	1400	250	403
KTTS	Springfield, Mo.	1400	250	469
KTUC	Tucson, Ariz.	1400	250	317
KTUL	Tulsa, Okla.	1430	5000	543
KTW	Seattle, Wash.	1250	1000	615
KTYW	Yakima, Wash.	1460	250	617
KUIN	Grant Pass, Ore.	1340	250	546
KUJ	Walla Walla, Wash.	1420	1000	617
KUOA	Siloam Springs, Ark.	1290	5000	320
KUOM	Minneapolis, Minn.	770	5000	452
KUSD	Vermillion, S. D.	920	500	579
KUTA	Salt Lake City, Utah	570	5000	605
KVAK	Atchison, Kans.	1450	250	403
KVAL	Brownsville, Texas	1490	250 C.P.	588
KVAN	Vancouver, Wash.	910	500	616
KVCV	Redding, Calif.	1230	250	333
KVEC	San Luis Obispo, Calif.	1230	250	339
KVET	Austin, Texas	1490	250 C.P.	587
KVFD	Fort Dodge, Iowa	1400	250	398
KVGB	Great Bend, Kans.	1400	250	405
KVI	Tacoma, Wash.	570	5000	616
KVIC	Victoria, Texas	1340	250	601
KVNU	Logan, Utah	1230	250	603
KVOA	Tucson, Ariz.	1290	1000	317
KVOD	Denver, Colo.	630	5000	344
KVOE	Santa Ana, Calif.	1490	250	339
KVOL	Lafayette, La.	1340	250	414
KVOO	Tulsa, Okla.	1170	50000	543
KVOP	Plainview, Texas	1400	250	598
KVOR	Colorado Springs, Colo.	1300	1000	342
KVOS	Bellingham, Wash.	790	250	612
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyo.	1400	250	627
KVSF	Santa Fe, N. M.	1340	100	481
KVSO	Ardmore, Okla.	1240	250	540
KVWC	Vernon, Texas	1490	250	601
KWAL	Wallace, Idaho	1450	250	377
KWAT	Watertown, S. D.	1240	250	579
KWBR	Oakland, Calif.	1310	1000	332
KWBU	Corpus Christi, Texas	1010	50000	589

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWBW	Hutchinson, Kans.	1450	250	405
KWEW	Hobbs, N. M.	1490	100	480
KWFC	Hot Springs, Ark.	1340	250	319
KWFT	Wichita Falls, Texas	620	5000 d., 1000 n.	603
KWG	Stockton, Calif.	1230	250	340
KWIL	Albany, Ore.	1240	250	545
KWJB	Globe, Ariz.	1240	250	315
KWJJ	Portland, Ore.	1080	1000	549
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	467
KWKH	Shreveport, La.	1130	50000	417
KWKW	Pasadena, Calif.	1430	1000	333
KWLC	Decorah, Iowa	1240	250	397
KWLK	Longview, Wash.	1400	250	613
KWLM	Willmar, Minn.	1340	250	455
KWNO	Winona, Minn.	1230	250	455
KWOC	Poplar Bluff, Mo.	1340	250	465
KWON	Bartlesville, Okla.	1400	250	540
KWOR	Worland, Wyo.	1490	250 C.P.	627
KWOS	Jefferson City, Mo.	1240	250	461
KWRC	Pendleton, Ore.	1240	250	547
KWSC	Pullman, Wash.	1250	5000	613
KWTO	Springfield, Mo.	560	5000 d., 1000 n.	469
KWTX	Waco, Texas	1230	250 C.P.	601
KWYO	Sheridan, Wyo.	1400	250	627
KXA	Seattle, Wash.	770	1000	615
KXEL	Waterloo, Iowa	1540	50000	401
KXL	Portland, Ore.	750	10000	549
KXLA	Pasadena, Calif.	1110	10000	332
KXO	El Centro, Calif.	1230	250	323
KXOA	Sacramento, Calif.	1490	250	334
KXOK	St. Louis, Mo.	630	5000	467
KXOX	Sweetwater, Texas	1240	250	600
KXRO	Aberdeen, Wash.	1340	250	612
KXYZ	Houston, Texas	1320	5000	596
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	339
KYCA	Prescott, Ariz.	1490	250	316
KYOS	Merced, Calif.	1490	250	331
KYSM	Mankato, Minn.	1230	250	452
KYUM	Yuma, Ariz.	1240	250	317
KYW	Philadelphia, Pa.	1060	50000	556
WAAB	Worcester, Mass.	1440	5000	434
WAAF	Chicago, Ill.	950	1000	378
WAAT	Newark, N. J.	970	1000	478
WABC	New York, N. Y.	880	50000	489
WABI	Bangor, Me.	1230	1000, 5000 C.P.	417
WABY	Albany, N. Y.	1400	250	483
WACO	Waco, Texas	1450	250	601
WADC	Akron, O.	1350	5000	526
WAGA	Atlanta, Ga.	590	5000	367
WAGC	Chattanooga, Tenn.	1450	250 C.P.	581
WAGE	Syracuse, N. Y.	620	1000	505
WAGF	Dothan, Ala.	1400	250	312
WAGM	Presque Isle, Me.	1450	100	419
WAIM	Anderson, S. C.	1230	250	574
WAIR	Winston-Salem, N. C.	1430	250	521
WAIT	Chicago, Ill.	820	5000	378
WAJR	Morgantown, W. Va.	1230	250	619
WAKR	Akron, O.	1590	5000	528
WALA	Mobile, Ala.	1410	5000	313
WALB	Albany, Ga.	1590	1000	365
WALL	Middletown, N. Y.	1340	250	489

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	394
WAPI	Birmingham, Ala.	1070	5000	311
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	581
WARD	Johnstown, Pa.	1490	250 C.P.	554
WARM	Scranton, Pa.	1400	250	566
WASK	Lafayette, Ind.	1450	250	393
WATL	Atlanta, Ga.	1400	250	365
WATN	Watertown, N. Y.	1240	250	509
WATR	Waterbury, Conn.	1320	1000	350
WATT	Cadillac, Mich.	1240	250	437
WATW	Ashland, Wisc.	1400	250	621
WAVE	Louisville, Ky.	970	5000	412
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	479
WAYS	Charlotte, N. C.	610	1000	513
WAYX	Waycross, Ga.	1230	250	374
WAZL	Hazleton, Pa.	1450	250	555
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	394
WBAB	Atlantic City, N. J.	1490	250	477
WBAC	Cleveland, Tenn.	1340	250	582
WBAL	Baltimore, Md.	1090	50000	421
WBAP	Fort Worth, Texas	820	50000	593
WBAX	Wilkes-Barre, Pa.	1240	250	568
WBBB	Burlington, N. C.	920	1000	513
WBBL	Richmond, Va.	1450	250	609
WBBM	Chicago, Ill.	780	50000	378
WBBR	Brooklyn, N. Y.	1330	1000	486
WBBZ	Ponca City, Okla.	1230	250	542
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	437
WBEJ	Elizabethton, Tenn.	1240	250 C.P.	582
WBEN	Buffalo, N. Y.	930	5000	486
WBHD	Petersburg, Va.	1240	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	313
WBIG	Greensboro, N. C.	1470	5000	516
WBIR	Knoxville, Tenn.	1240	250	583
WBLJ	Dalton, Ga.	1230	250	370
WBLK	Clarksburg, W. Va.	1400	250	619
WBML	Macon, Ga.	1240	250	371
WBNS	Columbus, O.	1460	5000 d., 1000 n.	531
WBNX	New York, N. Y.	1380	5000	490
WBNY	Buffalo, N. Y.	1400	250	486
WBOC	Salisbury, Md.	1230	250	427
WBOW	Terre Haute, Ind.	1230	250	394
WBRB	Red Bank, N. J.	1240	250	478
WBRC	Birmingham, Ala.	960	5000	311
WBRE	Wilkes-Barre, Pa.	1340	250	568
WBRK	Pittsfield, Mass.	1340	250	433
WBRW	Welch, W. Va.	1340	250	620
WBRY	Waterbury, Conn.	1590	1000	350
WBT	Charlotte, N. C.	1110	50000	514
WBTA	Batavia, N. Y.	1490	250	483
WBTH	Williamson, W. Va.	1400	250	620
WBTM	Danville, Va.	1400	250	607
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	485
WBZ	Boston, Mass.	1030	50000	429
WBZA	Springfield, Mass.	1030	1000	429
WCAE	Pittsburgh, Pa.	1250	5000	565
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	478
WCAO	Baltimore, Md.	600	5000	421
WCAP	Asbury Park, N. J.	1310	500	477

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCAR	Pontiac, Mich.	1130	1000	449
WCAT	Rapid City, S. D.	1230	100	578
WCAU	Philadelphia, Pa.	1210	50000	557
WCAX	Burlington, Vt.	620	1000	606
WCAZ	Carthage, Ill.	1080	250	378
WCBI	Columbus, Miss.	1340	250	456
WCBM	Baltimore, Md.	1400	250	421
WCBS	Springfield, Ill.	1450	250	386
WCBT	Roanoke Rapids, N. C.	1230	250	519
WCCO	Minneapolis, Minn.	830	50000	453
WCED	Du Bois, Pa.	1230	250	551
WCFL	Chicago, Ill.	1000	10000	379
WCHS	Charleston, W. Va.	580	5000	618
WCHV	Charlottesville, Va.	1450	250	607
WCKY	Cincinnati, O.	1530	50000	528
WCLO	Janesville, Wisc.	1230	250	622
WCMA	Corinth, Miss.	1230	250	456
WCMI	Ashland, Ky.	1340	250	411
WCNC	Elizabeth, N. C.	1400	250	514
WCNH	Concord, N. H.	1490	250 C.P.	476
WCOA	Pensacola, Fla.	1370	1000 d., 500 n.	360
WCOC	Meridian, Miss.	910	1000	458
WCOL	Columbus, O.	1230	250	531
WCOP	Boston, Mass.	1150	500	429
WCOS	Columbia, S. C.	1400	250	574
WCOU	Lewiston, Maine	1240	250	418
WCOV	Montgomery, Ala.	1240	250	313
WCPO	Cincinnati, O.	1230	250	528
WCRS	Greenwood, S. C.	1450	250	577
WCRW	Chicago, Ill.	1240	100	
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	574
WCSH	Portland, Me.	970	5000	418
WDAD	Indiana, Pa.	1450	250	555
WDAE	Tampa, Fla.	1250	5000	361
WDAF	Kansas City, Mo.	610	5000	463
WDAK	Columbus, Ga.	1340	250	370
WDAN	Danville, Ill.	1490	250	384
WDAS	Philadelphia, Pa.	1400	250	557
WDAY	Fargo, N. D.	970	5000	523
WDBC	Escanaba, Mich.	1490	250	443
WDBJ	Roanoke, Va.	960	5000	610
WDBO	Orlando, Fla.	580	5000	358
WDEF	Chattanooga, Tenn.	1400	250	581
WDEL	Wilmington, Del.	1150	5000	351
WDEV	Waterbury, Vt.	550	1000	606
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	452
WDLP	Panama City, Fla.	1230	250	359
WDMJ	Marquette, Mich.	1340	250	448
WDNC	Durham, N. C.	1490	250	514
WDOD	Chattanooga, Tenn.	1310	5000	581
WDRC	Hartford, Conn.	1360	5000	347
WDSM	Superior, Wisc.	1230	250	626
WDSU	New Orleans, La.	1280	5000	415
WDWS	Champaign, Ill.	1400	250	378
WDZ	Tuscola, Ill.	1050	1000	387
WEAF	New York, N. Y.	660	50000	491
WEAN	Providence, R. I.	790	5000	573
WEAU	Eau Claire, Wisc.	790	5000 d., 1000 n.	621
WEBC	Duluth, Minn.	1320	5000	451
WEBQ	Harrisburg, Ill.	1240	250	385
WEBR	Buffalo, N. Y.	1340	250	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1240	250	381
WEED	Rocky Mount, N. C.	1450	250	519
WEEI	Boston, Mass.	590	5000	429
WEEU	Reading, Pa.	850	1000	566
WEGO	Concord, N. C.	1410	1000	514
WEIM	Fitchburg, Mass.	1340	250	431
WELI	New Haven, Conn.	960	1000 d., 500 n.	349
WELL	Battle Creek, Mich.	1400	250	437
WELO	Tupelo, Miss.	1490	250	459
WEMP	Milwaukee, Wisc.	1340	250	623
WENR	Chicago, Ill.	890	50000	379
WENT	Gloversville, N. Y.	1340	250	488
WENY	Elmira, N. Y.	1230	250	488
WEOA	Evansville, Ind.	1400	250	389
WERC	Erie, Pa.	1230	250	553
WEST	Easton, Pa.	1400	250	552
WESX	Salem, Mass.	1230	250	433
WEVD	New York, N. Y.	1330	5000	491
WEW	St. Louis, Mo.	770	1000	468
WEXL	Royal Oak, Mich.	1340	250	448
WFAA	Dallas, Texas	820	50000	591
WFAS	White Plains, N. Y.	1230	250	511
WFBC	Greenville, S. C.	1330	5000	577
WFBG	Altoona, Pa.	1340	250	551
WFBL	Syracuse, N. Y.	1390	5000	507
WFBM	Indianapolis, Ind.	1260	5000	390
WFBR	Baltimore, Md.	1300	5000	421
WFCI	Pawtucket, R. I.	1420	1000	573
WFDF	Flint, Mich.	910	1000	443
WFEA	Manchester, N. H.	1370	5000	476
WFEB	Sylacauga, Ala.	1340	250	315
WFHR	Wisconsin Rapids, Wisc.	1340	250	626
WFIG	Sumter, S. C.	1340	250	578
WFIL	Philadelphia, Pa.	560	1000	559
WFIN	Findlay, O.	1330	1000	533
WFKY	Frankfort, Ky.	1490	250 C.P.	411
WFLA	Tampa, Fla.	970	5000	363
WFMD	Frederick, Md.	930	500	423
WFMJ	Youngstown, O.	1450	250	539
WFNC	Fayetteville, N. C.	1450	250	515
WFOR	Hattiesburg, Miss.	1400	250	457
WFOY	St. Augustine, Fla.	1240	250	360
WFPG	Atlantic City, N. J.	1450	250	477
WFTC	Kinston, N. C.	1230	250	517
WFVA	Fredericksburg, Va.	1290 1230 C. P.	250	607
WGAA	Augusta, Ga.	1240	250	369
WGAC	Cedartown, Ga.	1340	250	369
WGAL	Lancaster, Pa.	1490	250	555
WGAN	Portland, Me.	560	5000	418
WGAP	Maryville, Tenn.	1400	250 C.P.	583
WGAR	Cleveland, O.	1220	5000	530
WGAU	Athens, Ga.	1340	250	365
WGBB	Freeport, N. Y.	1240	100	488
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	389
WGBG	Greensboro, N. C.	980	1000	516
WGBI	Scranton, Pa.	940	1000 d., 500 n.	566
WGBR	Goldboro, N. C.	1400	250	515
WGBS	Miami, Fla.	710	10000	356
WGCM	Gulfport, Miss.	1240	250	457

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WGES	Chicago, Ill.	1390	5000	381
WGGA	Gainesville, Ga.	1240	250	371
WGH	Newport News, Va.	1340	250	608
WGIL	Galesburg, Ill.	1400	250	384
WGKV	Charleston, W. Va.	1490	100	618
WGL	Fort Wayne, Ind.	1450	250	390
WGN	Chicago, Ill.	720	50000	381
WGNC	Gastonia, N. C.	1450	250	515
WGNY	Newburgh, N. Y.	1220	1000	489
WGOV	Valdosta, Ga.	1450	250	374
WGPC	Albany, Ga.	1450	250	365
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	487
WGRC	Louisville, Ky.	1400	250	412
WGRM	Greenwood, Miss.	1240	250	456
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	367
WGTC	Greenville, N. C.	1490	250	517
WGTM	Wilson, N. C.	1340	250	521
WGY	Schenectady, N. Y.	810	50000	504
WHA	Madison, Wisc.	970	5000	622
WHAI	Greenfield, Mass.	1240	250	432
WHAM	Rochester, N. Y.	1180	50000	503
WHAS	Louisville, Ky.	840	50000	412
WHAT	Philadelphia, Pa.	1340	100	559
WHAZ	Troy, N. Y.	1330	1000	507
WHB	Kansas City, Mo.	880	1000	463
WHBB	Selma, Ala.	1490	100	314
WHBC	Canton, O.	1480	1000	528
WHBF	Rock Island, Ill.	1270	5000	386
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	478
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	626
WHBQ	Memphis, Tenn.	1400	250	584
WHBU	Anderson, Ind.	1240	250	389
WHBY	Appleton, Wisc.	1230	250	621
WHCU	Ithaca, N. Y.	870	1000	488
WHDF	Calumet, Mich.	1400	250	437
WHDH	Boston, Mass.	850	5000	429
WHDL	Olean, N. Y.	1450	250	501
WHEB	Portsmouth, N. H.	750	1000	477
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	503
WHFC	Cicero, Ill.	1450	250	384
WHGB	Harrisburg, Pa.	1400	250	553
WHIO	Dayton, O.	1290	5000	532
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	618
WHIT	New Bern, N. C.	1450	250	518
WHIZ	Zanesville, O.	1240	250	539
WHJB	Greensburg, Pa.	620	250	553
WHK	Cleveland, O.	1420	5000	530
WHKC	Columbus, O.	610	1000	531
WHKK	Akron, O.	640	1000	526
WHKY	Hickory, N. C.	1290	5000 d., 1000 n.	517
WHLB	Virginia, Minn.	1400	250	454
WHLD	Niagara Falls, N. Y.	1290	1000	501
WHLN	Harlan, Ky.	1230	250	411
WHLS	Port Huron, Mich.	1450	250	449
WHMA	Anniston, Ala.	1450	250	311
WHN	New York, N. Y.	1050	50000	491
WHNC	Henderson, N. C.	890	250	517
WHO	Des Moines, Iowa	1040	50000	397
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	478

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHOP	Hopkinsville, Ky.	1230	250	412
WHOT	South Bend, Ind.	1490	250	393
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	553
WHTB	Talladega, Ala.	1230	250	315
WHTD	Hartford, Conn.	1410	5000	347
WHUB	Cookeville, Tenn.	1400	250	582
WHYN	Holyoke, Mass.	1400	250	432
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	633
WIBA	Madison, Wisc.	1310	5000	622
WIBC	Indianapolis, Ind.	1070	5000	391
WIBG	Philadelphia, Pa.	990	10000	559
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wisc.	1240	250	625
WIBW	Topeka, Kans.	580	5000	406
WIBX	Utica, N. Y.	1230	250	509
WICA	Ashtabula, O.	970	1000	528
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	347
WIGM	Medford, Wisc.	1490	250	623
WIL	St. Louis, Mo.	1230	250	468
WILL	Urbana, Ill.	580	5000	387
WILM	Wilmington, Del.	1450	250	351
WINC	Winchester, Va.	1400	250	611
WIND	Chicago, Ill.	560	5000	383
WING	Dayton, O.	1410	5000	532
WINK	Fort Myers, Fla.	1240	250	351
WINN	Louisville, Ky.	1240	250	413
WINS	New York, N. Y.	1010	10000 50000 C. P.	 491
WINX	Washington, D. C.	1340	250	352
WIOD	Miami, Fla.	610	5000	357
WIP	Philadelphia, Pa.	610	5000	561
WIRE	Indianapolis, Ind.	1430	5000	393
WIS	Columbia, S. C.	560	5000	575
WISE	Asheville, N. C.	1230	250	513
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	391
WISN	Milwaukee, Wisc.	1150	5000	625
WISR	Butler, Pa.	680	250	551
WITH	Baltimore, Md.	1230	250	421
WIZE	Springfield, O.	1340	250	535
WJAC	Johnstown, Pa.	1400	250	554
WJAG	Norfolk, Neb.	780	1000	473
WJAR	Providence, R. I.	920	5000	573
WJAS	Pittsburgh, Pa.	1320	5000	565
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	355
WJBC	Bloomington, Ill.	1230	250	377
WJBK	Detroit, Mich.	1490	250	439
WJBO	Baton Rouge, La.	1150	5000	414
WJBW	New Orleans, La.	1230	250	416
WJBY	Gadsden, Ala.	1240	250	312
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	457
WJEF	Grand Rapids, Mich.	1230	250 C. P.	443
WJEJ	Hagerstown, Md.	1240	250	427
WJHL	Johnson City, Tenn.	910	1000	582
WJHO	Opelika, Ala.	1400	250 d., 100 n.	314
WJHP	Jacksonville, Fla.	1320	250	355
WJIM	Lansing, Mich.	1240	250	447
WJJD	Chicago, Ill.	1160	20000	381
WJLB	Detroit, Mich.	1400	250	439
WJLD	Bessemer, Ala.	1400	250	311
WJLS	Beckley, W. Va.	560	250	618

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJMC	Rice Lake, Wisc.	1240	250	625
WJMS	Ironwood, Mich.	1450	250	445
WJNC	Jacksonville, N. C.	1240	250	518
WJNO	West Palm Beach, Fla.	1230	250	363
WJOB	Hammond, Ind.	1230	250	390
WJOI	Florence, Ala.	1340	250 C.P.	312
WJOL	Joliet, Ill.	1340	250	385
WJPA	Washington, Pa.	1450	250	567
WJPF	Herrin, Ill.	1340	250	385
WJPR	Greenville, Miss.	1340	250	455
WJR	Detroit, Mich.	760	50000	441
WJRD	Tuscaloosa, Ala.	1230	250	315
WJTN	Jamestown, N. Y.	1240	250	488
WJW	Cleveland, O.	850	5000	530
WJXN	Jackson, Miss.	1490	250	457
WJZ	New York, N. Y.	770	50000	493
WJZM	Clarksville, Tenn.	1400	250	582
WKAQ	San Juan, Puerto Rico	620	5000	635
WKAR	East Lansing, Mich.	870	5000	443
WKAT	Miami, Fla.	1360	1000	358
WKAY	Glasgow, Ky.	1490	250 C.P.	411
WKBB	Dubuque, Iowa	1490	250	398
WKBH	La Crosse, Wisc.	1410	1000	622
WKBN	Youngstown, O.	570	5000	539
WKBO	Harrisburg, Pa.	1230	250	554
WKBV	Richmond, Ind.	1490	250	393
WKBW	Buffalo, N. Y.	1520	50000	487
WKBZ	Muskegon, Mich.	1490	250	449
WKEU	Griffn, Ga.	1450	250	371
WKEY	Covington, Va.	1340	250	607
WKIP	Poughkeepsie, N. Y.	1450	250	503
WKIX	Columbia, S. C.	1490	250	575
WKLA	Ludington, Mich.	1450	250	447
WKMO	Kokomo, Ind.	1400	250	393
WKNE	Keene, N. H.	1290	5000	476
WKNY	Kingston, N. Y.	1490	250	489
WKOK	Sunbury, Pa.	1240	250	567
WKPA	New Kensington, Pa.	1150	250	556
WKPT	Kingsport, Tenn.	1400	250	583
WKRC	Cincinnati, O.	550	5000 d., 1000 n.	529
WKRM	Columbia, Tenn.	1340	250 C.P.	582
WKRO	Cairo, Ill.	1490	250	378
WKRZ	Oil City, Pa.	1340	250 C.P.	556
WKST	New Castle, Pa.	1280	1000	556
WKVM	Arecibo, Puerto Rico	1230	250	633
WKWF	Key West, Fla.	1600	500	356
WKWK	Wheeling, W. Va.	1400	250	620
WKXL	Concord, N. H.	1450	250	476
WKY	Oklahoma City, Okla.	930	5000	542
WKZO	Kalamazoo, Mich.	590	5000	447
WLAC	Nashville, Tenn.	1510	50000	584
WLAG	La Grange, Ga.	1240	250	371
WLAK	Lakeland, Fla.	1340	250	356
WLAP	Lexington, Ky.	1450	250	412
WLAT	Conway, S. C.	1490	250	575
WLAR	Athens, Tenn.	1450	250 C.P.	581
WLAV	Grand Rapids, Mich.	1340	250	445

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAW	Lawrence, Mass.	680	5000	433
WLAY	Muscle Shoals City, Ala.	1450	250	314
WLBC	Muncie, Ind.	1340	250	393
WLBJ	Bowling Green, Ky.	1340	250	411
WLBL	Stevens Point, Wisc.	930	5000	626
WLBZ	Bangor, Me.	620	5000	418
WLDS	Jacksonville, Ill.	1180	250	385
WLEE	Richmond, Va.	1450	250	609
WLEU	Erie, Pa.	1450	250	552
WLIB	Brooklyn, N. Y.	1190	1000	485
WLLH	Lowell-Lawrence, Mass.	1400	250	433
WLNH	Laconia, N. H.	1340	250	476
WLOF	Orlando, Fla.	1230	250	359
WLOG	Logan, W. Va.	1230	250	619
WLOK	Lima, O.	1240	250	533
WLOL	Minneapolis, Minn.	1330	1000	453
WLPM	Suffolk, Va.	1450	250	611
WLS	Chicago, Ill.	890	50000	383
WLVA	Lynchburg, Va.	1230	250	608
WLW	Cincinnati, O.	700	50000	529
WMAJ	State College, Pa.	1450	250	567
WMAL	Washington, D. C.	630	5000	352
WMAM	Marinette, Wisc.	570	250	623
WMAN	Mansfield, O.	1400	250	533
WMAQ	Chicago, Il.	670	50000	383
WMAS	Springfield, Mass.	1450	250	434
WMAZ	Macon, Ga.	940	5000	371
WMBC	Macon, Miss.	1400	250 C.P.	458
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	385
WMBG	Richmond, Va.	1380	5000	609
WMBH	Joplin, Mo.	1450	250	461
WMBI	Chicago, Ill.	1110	5000	383
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	356
WMBS	Uniontown, Pa.	590	1000	567
WMC	Memphis, Tenn.	790	5000	584
WMCA	New York, N. Y.	570	5000	495
WMEX	Boston, Mass.	1510	5000	431
WMFD	Wilmington, N. C.	1400	250	521
WMFF	Plattsburgh, N. Y.	1340	250	501
WMFG	Hibbing, Minn.	1240	250	451
WMFJ	Daytona Beach, Fla.	1450	250	354
WMFR	High Point, N. C.	1230	250	517
WMFT	Florence, Ala.	1240	250 C.P.	312
WMGA	Moultrie, Ga.	1400	250	373
WMGR	Bainbridge, Ga.	1490	250 C.P.	369
WMIN	St. Paul, Minn.	1400	250	454
WMIS	Natchez, Miss.	1490	250	458
WMJM	Cordele, Ga.	1490	250 d., 100 n.	370
WMLT	Dublin, Ga.	1340	250	370
WMMN	Fairmont, W. Va.	920	5000	619
WMOB	Mobile, Ala.	1230	250	313
WMOG	Brunswick, Ga.	1490	250 d., 100 n.	369
WMOH	Hamilton, O.	1450	250	533
WMOX	Meridian, Miss.	1240	250 C.P.	458
WMPC	Lapeer, Mich.	1230	250	447
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	584

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMRC	Greenville, S. C.	1490	250	575
WMRF	Lewiston, Pa.	1490	250	556
WMRN	Marion, O.	1490	250	535
WMRO	Aurora, Ill.	1280	250	377
WMSA	Massena, N. Y.	1340	250	489
WMSL	Decatur, Ala.	1400	250	312
WMT	Cedar Rapids, Iowa	600	5000	395
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	476
WMVA	Martinsville, Va.	1450	250	608
WMVG	Milledgeville, Ga.	1450	250 C.P.	373
WNAB	Bridgeport, Conn.	1450	250	347
WNAC	Boston, Mass.	1260	5000	431
WNAD	Norman, Okla.	640	1000	541
WNAX	Yankton, S. D.	570	5000	579
WNBF	Binghamton, N. Y.	1290	5000	483
WNBH	New Bedford, Mass.	1340	250	433
WNBZ	Saranac Lake, N. Y.	1320	100	504
WNEL	San Juan, Puerto Rico	1320	5000	635
WNEW	New York, N. Y.	1130	10000	497
WNEX	Macon, Ga.	1400	250	371
WNHC	New Haven, Conn.	1340	250	349
WNLC	New London, Conn.	1490	250	349
WNOE	New Orleans, La.	1450	250	416
WNOX	Knoxville, Tenn.	990	10000	583
WNVA	Norton, Va.	1450	250 C.P.	609
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Texas	1200	50000	600
WOC	Davenport, Iowa	1420	5000	397
WOCB	W. Yarmouth, Mass.	1240	250	434
WOI	Ames, Iowa	640	5000	395
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	352
WOLF	Syracuse, N. Y.	1490	250	507
WOLS	Florence, S. C.	1230	250	575
WOMI	Owensboro, Ky.	1490	250	413
WOMT	Manitowoc, Wisc.	1240	100 250 C. P.	622
WOOD	Grand Rapids, Mich.	1300	5000	443
WOPI	Bristol, Tenn.	1490	250	581
WOR	New York, N. Y.	710	50000	497
WORC	Worcester, Mass.	1310	1000	435
WORD	Spartanburg, S. C.	1400	250	577
WORK	York, Pa.	1350	1000	570
WORL	Boston, Mass.	950	1000	431
WOSH	Oshkosh, Wisc.	1490	250	625
WOSU	Columbus, O.	820	5000	531
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Neb.	590	5000	475
WOWO	Fort Wayne, Ind.	1190	10000	390
WPAB	Ponce, Puerto Rico	1370	1000	633
WPAD	Paducah, Ky.	1450	250	413
WPAG	Ann Arbor, Mich.	1050	250	437
WPAR	Parkersburg, W. Va.	1450	250	620
WPAT	Paterson, N. J.	930	1000	478
WPAX	Thomasville, Ga.	1240	250	373
WPAY	Portsmouth, O.	1400	250	535
WPDQ	Jacksonville, Fla.	1270	5000	356

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPEN	Philadelphia, Pa.	950	5000	563
WPIC	Sharon, Pa.	790	1000	567
WPIK	Alexandria, Va.	730	250	607
WPOR	Portland, Me.	1450	250	419
WPRA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	633
WPRO	Providence, R. I.	630	5000	573
WPRP	Ponce, Puerto Rico	1420	250	633
WPTF	Raleigh, N. C.	680	50000	518
WPUV	Pulaski, Va.	1230	250 C.P.	609
WQAM	Miami, Fla.	560	5000 d., 1000 n.	357
WQAN	Scranton, Pa.	910	1000 d., 500 n.	566
WQBC	Vicksburg, Miss.	1420	1000	459
WQXR	New York, N. Y.	1560	10000	501
WRAK	Williamsport, Pa.	1400	250	569
WRAL	Raleigh, N. C.	1240	250	519
WRAW	Reading, Pa.	1340	250	566
WRBL	Columbus, Ga.	1230	250	370
WRC	Washington, D. C.	980	5000	352
WRDO	Augusta, Me.	1400	250	417
WRDW	Augusta, Ga.	1480	5000	369
WREC	Memphis, Tenn.	600	5000	584
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	406
WRGA	Rome, Ga.	1490	250	373
WRHI	Rock Hill, S. C.	1340	250	577
WRJN	Racine, Wisc.	1400	250	625
WRLC	Toccoa, Ga.	1450	250	374
WRLD	West Point, Ga.	1490	250	374
WRNL	Richmond, Va.	910	5000	610
WROK	Rockford, Ill.	1440	1000 d., 500 n.	386
WROL	Knoxville, Tenn.	630	1000 d., 500 n.	583
WROW	Athens, Tenn.	1490	250 C.P.	581
WROX	Clarksdale, Miss.	1450	250	455
WRR	Dallas, Texas	1310	5000	591
WRRF	Washington, N. C.	930	1000	521
WRRN	Warren, O.	1400	250	539
WRUF	Gainesville, Fla.	850	5000	355
WRVA	Richmond, Va.	1140	50000	610
WSAI	Cincinnati, O.	1360	5000	530
WSAJ	Grove City, Pa.	1340	100	553
WSAM	Saginaw, Mich.	1400	250	448
WSAN	Allentown, Pa.	1470	500	551
WSAP	Portsmouth, Va.	1490	250	609
WSAR	Fall River, Mass.	1480	1000	431
WSAU	Wausau, Wisc.	1400	250	626
WSAV	Savannah, Ga.	1340	250	373
WSAY	Rochester, N. Y.	1370	1000	503
WSAZ	Huntington, W. Va.	930	1000	619
WSB	Atlanta, Ga.	750	50000	369
WSBA	York, Pa.	900	1000	569
WSBC	Chicago, Ill.	1240	250	383
WSBT	South Bend, Ind.	960	1000	394
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	314
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	311
WSIX	Nashville, Tenn.	980	5000	584
WSJS	Winston-Salem, N. C.	600	5000	521
WSKB	McComb, Miss.	1230	250	458
WSLB	Ogdensburg, N. Y.	1400	250	501
WSLI	Jackson, Miss.	1450	250	458
WSLS	Roanoke, Va.	1240	250	611
WSM	Nashville, Tenn.	650	50000	586

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSMB	New Orleans, La.	1350	5000	416
WSNJ	Bridgeton, N. J.	1240	250	477
WSNY	Schenectady, N. Y.	1240	250	505
WSOC	Charlotte, N. C.	1240	250	514
WSON	Henderson, Ky.	860	500	411
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	448
WSOY	Decatur, Ill.	1340	250	384
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	577
WSPB	Sarasota, Fla.	1450	250	361
WSPD	Toledo, O.	1370	5000	536
WSPR	Springfield, Mass.	1270	1000	434
WSTC	Stamford, Conn. (Formerly WSRR)	1400	250	350
WSSV	Petersburg, Va.	1240	250	609
WSTP	Salisbury, N. C.	1490	250	519
WSTV	Steubenville, O.	1340	250	535
WSUI	Iowa City, Iowa	910	5000	398
WSUN	St. Petersburg, Fla.	620	5000	361
WSVA	Harrisonburg, Va.	550	1000	608
WSYB	Rutland, Vt.	1380	1000	606
WSYR	Syracuse, N. Y.	570	5000	507
WTAD	Quincy, Ill.	930	1000	386
WTAG	Worcester, Mass.	580	5000	435
WTAL	Tallahassee, Fla.	1340	250	361
WTAM	Cleveland, O.	1100	50000	531
WTAQ	Green Bay, Wisc.	1360	5000	621
WTAR	Norfolk, Va.	790	5000	608
WTAW	College Station, Texas	1150	1000	588
WTAX	Springfield, Ill.	1240	100	387
WTBO	Cumberland, Md.	1450	250	423
WTCM	Traverse City, Mich.	1400	250	448
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	452
WTEL	Philadelphia, Pa.	1340	250	561
WTHT	Hartford, Conn.	1230	250	349
WTIC	Hartford, Conn.	1080	50000	349
WTJS	Jackson, Tenn.	1390	1000	582
WTMA	Charleston, S. C.	1250	1000	574
WTMC	Ocala, Fla.	1490	250	359
WTMJ	Milwaukee, Wisc.	620	5000	623
WTMV	East St. Louis, Ill.	1490	250	384
WTNJ	Trenton, N. J.	1310	500	479
WTOC	Savannah, Ga.	1290	5000	373
WTOL	Toledo, O.	1230	250	536
WTON	Staunton, Va.	1400	250	611
WTOP	Washington, D. C.	1500	50000	353
WTRC	Elkhart, Ind.	1340	250	389
WTRY	Troy, N. Y.	980	1000	507
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	361
WTTM	Trenton, N. J.	920	1000	479
WVCX	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	629
WWDC	Washington, D. C.	1450	250	353
WWJ	Detroit, Mich.	950	5000	441
WWL	New Orleans, La.	870	50000	416
WWNC	Asheville, N. C.	570	1000; 5000 C.R.	513
WWNY	Watertown, N. Y.	790	1000	509
WWPG	Palm Beach, Fla.	1340	250	359
WWRL	Woodside, N. Y.	1600	250	511
WWSR	St. Albans, Vt.	1420	1000	606
WWSW	Pittsburgh, Pa.	1490	250	565
WWVA	Wheeling, W. Va.	1170	50000	620
WXYZ	Detroit, Mich.	1270	5000	441

ALABAMA

For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

WHMA

ANNISTON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Anniston Broadcasting Co.
Operated By.....Anniston Broadcasting Co.
Address.....14th & Noble Streets
Phone Number.....2380
Transmitter Location.....14th & Noble Streets
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Transcription Service.....NBC & Cole
Representative.....Sears & Ayer, Inc.

Personnel

Owner.....Harry M. Ayers
Station-Commercial Manager.....J. W. Buttram
Program Director.....Ruby Meigs
Publicity Director.....Mary Toulmen
Chief Engineer.....James Hudson

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WJLD

BESSEMER—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Johnston Broadcasting Company.
Address.....1800 3rd Ave., N.
Phone Number.....2300; 2301; 6-6172
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 12 p.m.
News Service.....AP
Transcription Service.....Standard, Cole, Keystone Broadcasting System.
Representatives.....Helen Wood, New York; Dewey Long, Atlanta; Gene Grant, Hollywood.

Personnel

Principal Partner.....George Johnston, Jr.
General-Station Manager....William R. Terry
Commercial Manager.....Clay Coe
Sales Director.....Carl Ross
Musical Director.....Robert Tamblyn
Chief Engineer.....Rufus Jones

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WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Alabama Polytechnic Institute, University of Alabama, Alabama College.
Licensee.....Voice of Alabama, Inc
Address.....Protective Life Bldg.
Phone Number.....3-8116
Studio Addresses.....Protective Life Bldg.; Birmingham, Ala.
Transmitter Location.....Sandusky, Ala.
Time on the Air.....5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
News Service.....UP
Transcription Service.....WBS
Representative.....Radio Sales

Personnel

Chairman of Board.....Ed Norton
President-General Manager.....Thad Holt
Program Director.....Jimmie Willson
Chief Engineer.....N. S. Hurley

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WSGN

BIRMINGHAM—EST. 1927

AMERICAN BROADCASTING COMPANY

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham News Co.
Business Address.....P.O. Box 2553
Studio Address.....Dixie Carlton Hotel
Phone Number.....4-3434
Transmitter Location.....Alabama State Fair Grounds
Time on the Air.....5 a.m. to 12 midnight
Newspaper Affiliation.....Birmingham News Company, Birmingham News-Age-Herald.
News Service.....AP
Transcription Service.....NBC Thesaurus, Langworth, Cole.
Representative.....Headley-Reed Co.

Personnel

Exec. V.P.-Managing Director.....Henry P. Johnston
Commercial Manager.....Henry P. Johnston
Sales Promotion.....Julian A. Flint
Program Director.....David Loveman
Chief Engineer.....Gordon Bishop

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WBRC

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc.....Power: 5000 Watts

Owned-Operated By..Birmingham Broadcasting Co., Inc.
Address.....WBRC Bldg., 1727½ 2nd Ave. N.
Phone Number 4-7741
Transmitter Location....2400 Arkedelphia Rd.
Time on the Air.....Unlimited
Transcription Service.....Standard Radio & Langworth
Representative.....Paul H. Raymer Co.

Personnel

President-General Manager..W. Walter Tison
Sales Promotion & Merchandising Manager .....John Connolly
Production Manager.....John Orr
Musical Director.....Herb Grieb
Chief Engineer.....Jerry Hayman

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(Call Letters to Be Assigned)
CULLMAN*

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Cullman Broadcasting Company
Address.....Cullman, Alabama

Personnel

Owners.....H. H. Kinney, D. T. Kinney

* Construction Permit.

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WMSL
DECATUR—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Tennessee Valley Broadcasting Co.
Address.....511 Bank St
Phone Number 802-3
Transmitter Location....Danville Rd., Decatur
Time on the Air.....Unlimited
News Service.....UP
Transcription Service....World Broadcasting System and Standard.
Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Station-Commercial Manager..Kyle G. Frazier
Program Director.....Letha Coker
Chief Announcer.....Lewis Blizzard
Chief Engineer.....J. V. Rozer

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WAGF
DOTHAN—EST. 1933
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Dothan Broadcasting Company
Address.....204½ E. Main Street
Phone Number.....1430
Transmitter Location.....Headland Highway, Dothan
Time on the Air.....Daytime license
Newspaper Affiliation.....Dothan Eagle
News Service .....AP
Transcription Service..Standard Radio, World

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Program Director and Chief Announcer.....Willard Wilkes
Promotion Manager.....Arthur Creamer
Chief Engineer.....John T. Hubbard

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WJOI*
FLORENCE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Florence Broadcasting Company
Address.....Reeder Hotel

Personnel

Owners.....Clyde W. Anderson, Joe T. Van Sandt
General Manager.....Joe T. Van Sandt

* Construction Permit.

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WMFT*
FLORENCE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Tri-Cities Broadcasting Company
Address.....Florence, Ala.

* Construction Permit.

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WJBY
GADSDEN—EST. 1928
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gadsden Broadcasting Co., Inc.
Address .....108 Broad Street
Phone Number 88
Transmitter Location.....108 Broad Street
Time on the Air.....17½ hours daily

Personnel

President .....B. H. Hopson
Station Manager and
Program Director.....Beatrice Tate Benton
Commercial Manager.....Sam Benton
Chief Engineer.....William Pigg

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WBHP

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....W. H. Pollard
Address.....318 W. Clinton St.
Phone Number.....313
Transmitter Location.....Athens Pike
Time on the Air.....Unlimited license
News Service.....UP

Personnel

President-Station Manager and
Commercial Manager.....W. H. Pollard
Program Director.....Margaret Speake
Production Manager.....Hugh McDonald
Chief Announcer and
Chief Engineer.....John Garrison

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WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....W. O. Pape
Operated By .....Pape Broadcasting Co.
Address.....106 St. Joseph St., AT&N
Railroad Bldg.
Phone Number.....Dexter 3-3756
Transmitter Location.....Cochran Bridge
Causeway, Baldwin County.
Time on the Air...5:30 a.m. to 12:00 midnight
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

Owner.....W. O. Pope
General Manager.....H. K. Martin
Station Manager.....H. K. Martin
Commercial Manager.....Al. Treadway
Program Director.....Charles Saunders
Publicity Director.....C. L. Smallwood
Chief Announcer.....Charles Saunders
Chief Engineer.....R. B. Hurley

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WMOB

MOBILE—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....S. B. Quigley
Business Address.....600 St. Louis St.,
(Quigley Building)
Phone Number.....Belmont 2-4566
Studio Address.....600 St. Louis St.
Transmitter Location.....600 St. Louis St.
Time on the Air.....Unlimited License
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....The Branham Company

Personnel

Station Manager.....S. B. Quigley
Commercial Manager.....F. E. Busby
Sales Promotion Manager....Miss Bea Quigley
Program Director.....Miss Clara Malone
Production Manager.....Mrs. Adele Hull
Publicity Director.....Miss Bea Quigley
Chief Engineer.....T. L. Greenwood

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WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM
ALABAMA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....G. W. Covington, Jr.
Business Address.....P.O. Box 1029,
Montgomery, Ala.
Phone Number.....5781
Transmitter Location.....Narrow Lane Road,
Montgomery
Time on the Air.....6:00 a.m. to 12 midnight
News Service .....INS
Transcripion Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President-Station Mgr. ....G. W. Covington, Jr.
Commercial Manager.....R. B. Raney
Musical Director.....Weston Britt
Program Director.....Sybil I. Winn
Chief Engineer.....W. D. Weatherly

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Montgomery Broadcasting Co., Inc.
Business Address.....P. O. Box 1031
Phone Number 8361-2
Studio Address.....Jefferson Davis Hotel
Transmitter Location.....Narrow Lane Road,
Time on the Air.....5:45 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service NBC Thesaurus & M. M. Cole.
Representative.....Headley-Reed Co.

Personnel

President-General Manager....Howard E. Pill
Station Manager.....John B. DeMotte
Local Sales Manager.....W. W. Hunt
Publicity Director.....John B. DeMotte
Program-Musical Director and Production Manager.....Caldwell Stewart
Chief Announcer.....Leland Childs
Chief Engineer.....Cliff Shelkofsky

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(Call Letters to Be Assigned)

MONTGOMERY*

Frequency: 800 Kc....Power: 1000 Watts, Day
Owned-Operated By.....Dixie Broadcasting Company
Address.....Montgomery, Ala.
* Construction Permit.

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WLAY

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Muscle Shoals Broadcasting Corporation
Address.....Box 230, Sheffield, Ala.
Phone Number.....1450
Transmitter Location.....Sheffield, Ala.
Time on the Air.....6:30 a.m. to 11 p.m.;
News Service.....UP
Transcription Service.....Standard Radio & Lang-Worth.
Representative.....Sears & Ayer

Personnel

President.....F. M. Farris, Jr.
Station and Commercial Manager..E. J. Sperry
Sales Promotion Mgr.....Josephine T. Sperry
Production Manager.....Lynn V. McMoran
Chief Engineer.....Lynn V. McMoran

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WJHO

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. ....Power 250 d.; 100 n.
Owned-Operated By.....Opelika Auburn Broadcasting Co.
Address.....1400 Auburn Road
Phone Number.....856
Transmitter Location.....1400 Auburn Road
Time on the Air.....6:00 a.m. to 12:00 mid.
News Service .....UP
Transcription Service.....NBC and Keystone Broadcasting System

Personnel

Station Manager and Chief Engineer.....F. Marion Hyatt
Commercial Manager.....Guy Mangram
Sales Promotion.....F. Marion Hyatt

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WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By....Selma Broadcasting Company, Inc.
Business Address.....209 Washington St.
Phone Number.....1233
Studio Address.....209 Washington St., Selma, Ala.
Transmitter Location.....Seventh Ave., North
Time on the Air.....7:30 a.m. to 11:00 p.m.
Representative.....Sears & Ayer, Inc.

Personnel

Chief Executive.....B. H. Hopson
General-Station Manager.....Julien Smith, Jr.
Sales Promotion.....Erin Reynolds
Program Director.....Erin Reynolds
Chief Engineer.....T. F. Kelly, Jr.

WFEB

SYLACAUGA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Alabama Broadcasting Company.
Business-Studio Address..527 North Broadway
Phone Number 160
Transmitter Location.....527 North Broadway
Time on Air.....6:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service .....NBC

Personnel

President.....E. E. Forbes, Sr.
V.P.-General Manager.....J. W. Buttram
Station Manager.....Hugh Webb
Sales-Promotion Manager.....Hugh Webb
Program Director.....Bonnie Skelton
Production-Publicity .....Bill Irby
Chief Announcer.....Bob Donovan
Musical Director.....Ralph Bennett
Chief Engineer.....James Stower

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WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....James R. Doss, Jr.
Address.....First National Bank Bldg.
Phone Number.....4464-65
Transmitter Location.....Greensboro Highway
Time on the Air.....7:00 a.m. to 10:00 p.m.
Transcription Service....World Broadcasting System
Representative.Keystone Broadcasting System

Personnel

Owner.....J. R. Doss, Jr.
Program Director.....Wilhelmina Doss
Chief Announcer.....Charles Zennah
Chief Engineer.....James Arendale

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WHTB

TALLADEGA

MUTUAL BROADCASTING SYSTEM
ALABAMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Talladega, Inc.
Address.....122 S. Court Square
Phone 2360
Transcription Service.....Standard
News Service.....AP

Personnel

Chief Executive.....Harry Held
General-Commercial Mgr.....R. C. Hammett
Program Director.....Otis Dodge
Sales Promotion.....R. C. Hammett
Chief Engineer.....Julius C. Vessels

ARIZONA

For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

KWJB

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: The Gila Broadcasting Co., Inc.
Business Address.....Globe, Arizona
Phone Number.....Globe 41
Studio Address.....South Globe, Arizona
Transmitter Location....South Globe, Arizona
Time on the Air.....Unlimited
Representative.....Paul H. Raymer
News Service.....AP, INS, UP
Transcription Service.....Standard Radio

Personnel

President.....Louis F. Long
General Manager.....Paul Merrill
Station Manager.....Willard Shoecraft
Commercial and Sales Manager.....Edward E. Furman
Chief Engineer.....Frank Toomey
Chief Announcer.....Robert Coffman

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KSUN

BISBEE—EST. 1933

CBS
ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....Box C, Birbee, Ariz.
Phone Number.....Bisbee 9
Transmitter Location...Noco Rd., Bisbee, Ariz.

Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP and Transradio
Representative.....John Blair & Co.

Personnel

President-Owner-Station Manager.....Carleton W. Morris
Commercial Manager.....Gilbert C. Alzua
Program Director.....Bonnie J. Miller
Chief Announcer.....John Earl Hickman
Chief Engineer.....David C. Karbach

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KOY

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Salt River Valley Broadcasting Company
Address.....838 North Central Avenue
Phone Number.....4-4144
Transmitter Location.....12th St. & Camelback Rd.
Time on the Air.....6 a.m. to 12:00 midnight
Newspaper Affiliation.....Arizona Farmer Publishing Co., Arizona Farmer
News Service.....UP; Transradio
Transcription Service.....World Broadcasting System, Associated Music Service.
Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burridge D. Butler
Commercial Manager.....John L. Hogg
General Manager.....Albert D. Johnson
Program Director.....John R. Williams
Chief Announcer and Production Manager.....Joe Dana
Musical Director.....Alfred Becker
Chief Engineer.....Lewis Sublett

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KPHO

PHOENIX—EST. 1941

AMERICAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Phoenix Broadcasting, Inc.
Business Address..Adams Hotel, Phoenix, Ariz.
Phone Number.....4-7367
Studio Address...Adams Hotel, Phoenix, Ariz.
Transmitter Location..24th Ave. & Buckeye Rd.
Time on the Air.....6 a.m. to midnight
News Service.....INS
Transcription Service.....SESAC
Representative.....Howard H. Wilson Co.

Personnel

President-Owner.....Rex Shepp
Station Manager.....Charlie Garland
Commercial Manager.....Arnold J. Gregory
Program Director.....Frank James
Promotion Manager.....Richard Canaday
Chief Engineer.....Wayne Ferneyhough

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KTAR

PHOENIX—EST. 1922

NBC
ARIZONA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..... KTAR Broadcasting Company
Business Address.....711 Heard Building
Phone Number.....4-4161
Studio Address.....Atop the Heard Building
Transmitter Location.....36th St. & East Thomas Road
Time on the Air.....6:00 a.m. to 12 midnight; Sundays, 6:45 a.m. to 12:15 a.m.
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus, Standard Radio Library.
Representative.....Paul H. Raymer Co.

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
President & General Manager.....Dick Lewis
Sales-Commercial Manager.....Bill Harvey
Sales Promotion-Merchandising Manager.....Arnold LaBenz
Program Director.....J. Howard Pyle
Production Manager.....John McGreevey
Publicity Director.....John Snow
Musical Director.....Pierson Bancroft
Chief Engineer.....A. C. Anderson

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KYCA

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasting Company
Address.....East Gurley St.
Phone Number.....244
Transmitter Location.....East Gurley St.
Time on the Air.....Unlimited License
News Service.....INS and AP
Transcription Service.....Standard Library
Representative.....Paul Raymer Co.

Follow-Thru...

ESSENTIAL IN

RADIO ADVERTISING, TOO

KBS

please follow through

Complete the local tieup

to sell Mighty Main Street

More and more national radio advertisers now realize the importance of bringing their network programs *directly* into the homes of the 28 million small town and rural inhabitants who get No signals, or INFERIOR signals, from major wired networks.

Surveys show that, in the absence of this immediate, *local* tieup, many "BEYOND-METROPOLITAN" listeners had never *heard* of the so called "nationally radio-advertised" product. When they *had* heard of it over a remote station, they never thought of it as being available in their OWN neighborhood stores.

This current attitude is reflected in indifference among "BEYOND-METROPOLITAN" DEALERS. In the absence of the necessary follow through, neighborhood dealers fail to push, promote, or display

THIS IS THE KEYSTON

FOLLOW THROUGH

the items which are not known or demanded locally.

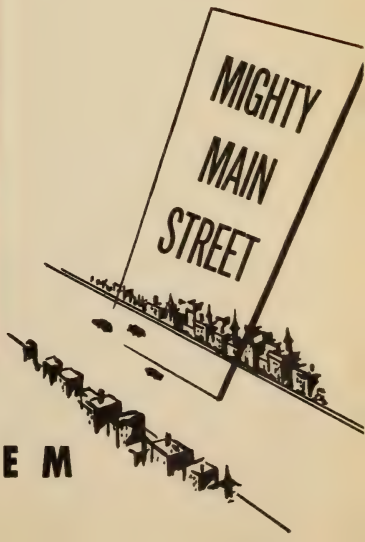
To provide this necessary "FOLLOW THROUGH," extend your wired-network programs to K B S . . . the ONLY network concentrating upon "BEYOND-METROPOLITAN" America *exclusively!*

Via the K B S, transcription network, you can annex this huge market — in ONE streamlined operation — with NO production headaches — at remarkably low cost per *actual listener*.

QUANTITY PLUS QUALITY

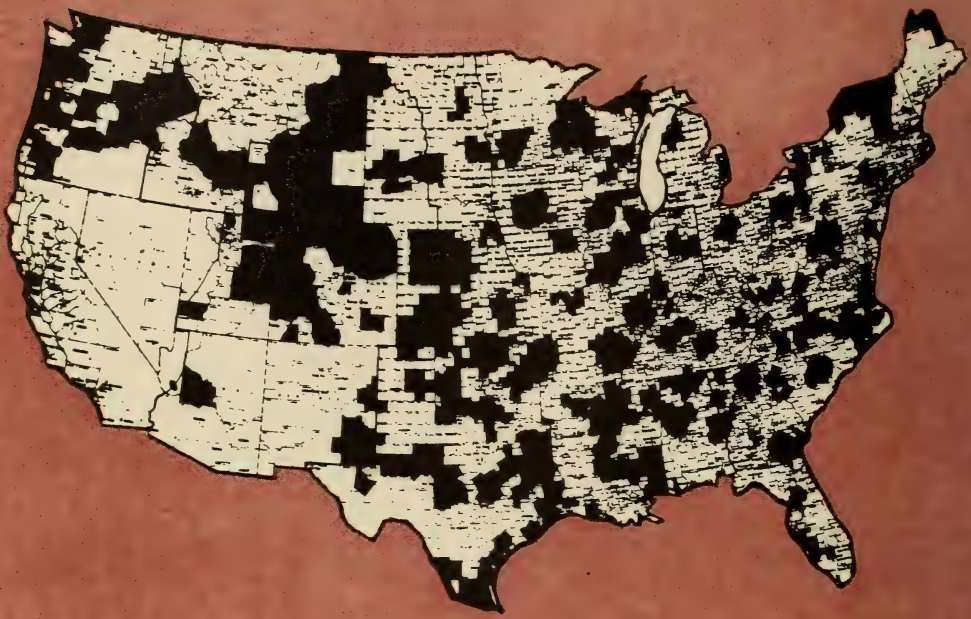
Prosperity in "BEYOND-METROPOLITAN" America is at an all-time high, — and is based on a FIRM FOUNDATION that assures its continuation.

KEYSTONE listeners are CONSTANT AND LOYAL. New Ross-Federal surveys prove they listen up to 289% as much as to all other stations in their areas *combined!* (complete survey upon request.)



BROADCASTING SYSTEM

THIS IS "BEYOND-METROPOLITAN" AMERICA



"TOP AD COIN TO SMALL OUTLETS"

This headline from Variety acknowledges the tremendous surge of interest in "BEYOND-METROPOLITAN" AMERICA among leading national radio advertisers, ALKA-SELTZER, GENERAL FOODS, BROMO SELTZER, WILD-ROOT, CORONET, STERLING DRUGS . . . are a few of the outstanding national advertising successes on KBS facilities . . . scooping 200 stations in ONE transaction instead of 200 . . . with ONE Time order, One Time Clearance — One schedule — One mechanics operation . . . One source for affidavits — One invoice. May we help YOU to "FOLLOW THROUGH" . . . by custom-fitting a list of KBS STATIONS to suit your requirements.

KEYSTONE BROADCASTING SYSTEM, Inc.

580 Fifth Avenue, New York 19

CHICAGO 2, HOLLYWOOD 28

Personnel

President-Owner.....Jack J. Louis
Station and Commercial Mgr....Harold Ritter
Program Director.....Roberta Pfister
Publicity Director.....Marcia Gates
Chief Engineer.....George Eitel
Sales Promotion Manager...Byron Lee McCall

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KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gila Broadcasting Company
Address .....Safford, Ariz.
Phone Number..... 15
Transmitter Location.....1218 - 6th Ave.
Time on the Air.....7 a.m. -11p.m. daily
News Service.....AP; INS; UP
Transcription Service .....World
Representatives.....Paul H. Raymer Co.

Personnel

President.....Louis F. Long
Station Manager.....Paul Merrill
Commercial and Sales Promotion Manager.....Edward E. Furman
Program Director, Production Manager and Chief Announcer.....Norman B. Harrington
Chief Engineer.....Herbert Hartman

KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tucson Broadcasting Co., Inc.
Address.....900 E. B'way
Phone Number 1400
Transmitter Location.....900 E. B'way
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Associated Record Program, Service & World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
Station Manager.....Lee Little
Sales Manager.....Lee Little
Chief Announcer.....Ray Helgesen
Production Manager-Program Director and Musical Director.....Wayne Sanders

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KVOA

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
Owned By.....KTAR Broadcasting Co., Inc.
Operated By.....Arizona Broadcasting Company, Inc.
Business Address.....48 E. Broadway
Phone Number.....3703
Studio Address.....48 East Broadway
Transmitter Location.....10th and Lee
Time on the Air....5:55 a.m. to 12:00 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus, Standard.
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams
Station Manager.....R. B. Williams
Sales Promotion.....Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Publicity Director.....Fred J. Gerletti
Chief Engineer.....Ray H. Holsclaw

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KYUM

YUMA—EST.1940

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Yuma Broadcasting Co.
Business Address.....Post Office Box 352
Phone Number.....Yuma 88
Studio Address...19th Avenue and 1st Street
Transmitter Location..19th Avenue and 1st St.
Time on the Air.....7 a.m. to 12 midnight
News Service.....INS, AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
Station Manager.....Ray Smucker
Program Director.....Leavenworth Wheeler
Chief Engineer.....Leavenworth Wheeler

ARKANSAS

For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

KLCN

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated By...Harold L. Sudbury
Address .....Sudbury Bldg.
Phone Number.....2093
Transmitter Location.....East Highway 18
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....World, Cole
Representative.....The John E. Pearson Co.

Personnel

Owner-Manager.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Ray Van Hooser
Chief Announcer.....Russ Hodge
Publicity Director.....Bill Cherry
Chief Engineer.....Bob Connor

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KAMD*

CAMDEN—EST. 1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio, Inc.
Address.....2010 Ft. Worth National Bank Bldg., Fort Worth, Tex.

Personnel

Chief Executive.....W. R. Hussman

* Construction Permit.

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KELD

EL DORADO—EST. 1935

AMERICAN BROADCASTING CO.
ARKANSAS NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Business Address.....Exchange Building, El Dorado, Ark.
Studio Address.....Country Club Colony
Phone 1313
Transmitter Location.....Country Club Colony
Time on the Air.....6:45 a.m. to 10:45 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Cox and Tanz

Personnel

President.....T. H. Barton
Station and General Manager.....Leon Sipes
Sales Promotion Manager....W. N. McKinney
Commercial-Publicity Director...J. R. Duerson
Musical-Program Director.....Rodney Smith
Chief Announcer.....Ed Gideon
Chief Engineer.....A. W. Hearin

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KGRH*

FAYETTEVILLE—EST. 1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Fayetteville Broadcasting Company
Address.....Fayetteville, Ark.

Personnel

Owners.....George Bennitt, Russell Bennitt, Hal Douglas

* Construction Permit.

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KFPW

FORT SMITH—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Southwestern Hotel Co.
Address.....1213 Garrison Ave.
Phone Number 4106-4107-7069-5554
Transmitter Location .....Albert Pike & Kelley Highway
Time on the Air.....6:00 a.m. to 11:00 p.m. Sundays, 8:00 a.m. to 10:00 p.m.
News Service.....UP and AP
Transcription Service.....M. M. Cole & World Broadcasting System

Personnel

President and General Mgr...John A. England
Station Manager.....J. E. "Pat" Garner
Commercial-Sales Promotion Manager.....Bill Slates
Program Director-Production Manager .....Dorothy Gibson
Chief Announcer.....Bill Stapleton
Musical Director.....Afton Blake
Record M.C.....Glenn O'Neal
Chief Engineer.....John M. VanHorn

KFFA

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:.Helena Broadcasting Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Time on the Air.....7:00 a.m. to 10:15 p.m.
News Services.....UP
Transcription Service..Keystone Broadcasting System & Lang-Worth.

Personnel

President-General Manager....Sam Anderson
Production Manager.....Barton Wellborn
Program Director.....Elizabeth Shepperson
Publicity Director.....Hugh Smith
Chief Announcer.....Bill Tappan
Musical Director.....S. B. Williamson
Record M.C.....Bill Tappan
Chief Engineer.....M. C. McKenney

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KTHS

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.

Frequency .....1090 Kc.
Power.....10,000 d.; 1000 n.
Owned-Operated By..Radio Broadcasting, Inc.
Address.....135 Benton Street
Phone Number.....1160-1161
Transmitter Location.....Malvern Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service .....Lang-Worth
Newspaper Affiliation..Shreveport, Louisiana Times.
Representative.....Branham Company

Personnel

President.....John D. Ewing
Station Manager.....K. K. Kellam
Commercial Manager.....Ed Appler
Program Director.....William S. Bailey
Chief Engineer.....Cecil Suitt

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KWFC

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clyde E. Wilson
Address.....819½ Central
Phone Number 412-3
Transmitter Location.....819½ Central
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....Standard Radio, Keystone.

Personnel

Owner.....Clyde E. Wilson
Station & General Sales Manager .....Robert Choate
Program Director.....Gene Edsal
Sales Promotion.....Robert Harrison
Chief Announcer.....Wilson Hurst
Chief Engineer.....Earl H. Butler

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KBTM

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned By....Jay P. Beard and Veda F. Beard
Operated By .....Owners
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number.....597
Transmitter Location.....Tower Place, East of Jonesboro
Time on the Air.....6:00 a.m. to 10:00 p.m.
Transcription Service.....World Broadcasting System.
West Coast Representative.....Gene Grant

Personnel

President and General Manager..Jay P. Beard
Sales Promotion Manager.....William H. Cate
Program Director-Production Manager.....Mrs. Estelle Fox
Publicity Director.....Ted Rand
Chief Announcer.....Ed Coughlin
Record M.C.....Bob Hess
Chief Engineer.....John E. Douglas

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KARK

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By: Arkansas Radio & Equipment Co.
Address.....112 East Capitol Ave.
Phone Number.....LD 224
Transmitter Location: Jackson Blvd., North Little Rock

Time on the Air.....5:30 a.m. to 12 midnight; Sundays 6:45-12 midnight.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Edward Petry & Co.

Personnel

President-Owner.....T. H. Barton
V.P., Gen. Mgr., and Station Manager.....G. E. Zimmerman
Sales-Commercial Manager....Julian F. Haas
Program Director-Production Manager.....Douglas J. Romine
Publicity Director.....A. C. Dowden
Musical Director.....Tommy Scott
Chief Engineer.....Dan L. Winn

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KGHI

LITTLE ROCK—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KGHI Broadcasting Service.
Address.....P.O. Box 3099, Union Life Bldg.
Phone Number.....9166
Transmitter Location.....Gazette Building
Time on the Air.....6 a.m. to 12:00 midnight
Transcription Service .....Associated
Representative .....Walker Co.

Personnel

Station and General Manager.....S. C. Vinsonhaler
Commercial Manager.....R. E. Rives
Sales Promotion.....Rolfe Corbett
Program Director.....Dorothy Parker
Chief Engineer.....V. O. Vandusen

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KLRA

LITTLE ROCK—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
Owned-Operated By...Arkansas Broadcasting Company
Address...Gazette Bldg., 3rd & Louisiana Sts.
Phone 5427
Transmitter Location.....7 miles out on Memphis Hi-Way
Time on the Air.....18 hours 35 minutes, per day, Mondays through Saturday; 17 hours 5 minutes, Sundays.
Newspaper Affiliation..Gazette Publishing Co.
News Service.....UP
Transcription Service.....World Broadcasting Service
Representative.....The Katz Agency

Personnel

President.....J. N. Heiskell
General and Station Manager.....Roy Judge
Program-Publicity Director.....James Woodard
Commercial Manager.....Roy Judge
Chie. Engineer.....K. F. Tracy

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KAPT*

NORTH LITTLE ROCK—EST. 1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Arkansas Airwaves Co.
Address.....217 E. 3rd St.

* Construction Permit.

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KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Broadcasting Corp.
Address .....505½ Main St.
Phone Number 721
Transmitter Location.....505½ Main St.
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service.....UP and AP
Transcription Service .....Thesaurus

Personnel

President-General Manager.....B. J. Parrish
Sales Promotion Manager.....R. W. Etter
Program Director.....Lois Sloan
Chief Announcer.....Wendell Atchison
Chief Engineer.....B. J. Parrish

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KUOA

SILOAM SPRINGS—EST. 1922

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KUOA Incorporated
Address.....Siloam Springs, Ark.
Phone Number 77
Transmitter Location.....Siloam Springs, Ark.
Time on the Air.....6:30 a.m. to Local Sunset
News Service .....UP
Transcription Service.... World Broadcasting System, Keystone Broadcasting System
Representative .....The Walker Company

Personnel

President.....John E. Brown
General Manager.....Storm Whaley
Sales Director.....Galen O. Gilbert
Program Director.....Mary Shaw
Chief Engineer.....Kenneth Maxwell

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."

"Cue-In" localizes and personalizes.

Exclusive in Any Market

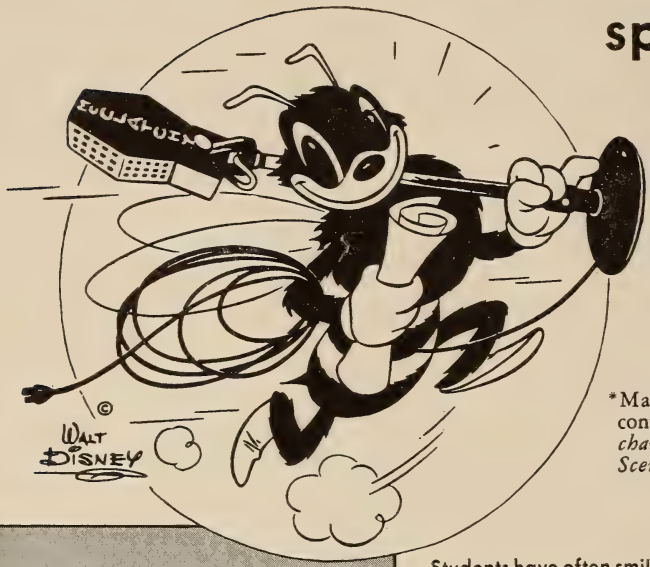
SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

*"With all convenient speed"...



*Madam, I go with all convenient speed.—*Merchant of Venice, Act IV, Scene 3.*

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting—from chain-breaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

KERN

BAKERSFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
Address .....Elks Bldg.
Phone Number 8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio, SESAC, World
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
General Manager.....Harold J. Brown
Commercial Manager.....Richard Brothers
Chief Engineer.....Luverne Shatto

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KPMC

BAKERSFIELD—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Business Address..Box 1709, Bakersfield, Calif.
Phone Number 8-8581
Transmitter Location.....307 East 21st St.
Time on the Air...6:30 a.m.-12:00 p.m. weekdays; 7:00 a.m.-12:00 p.m. Sunday
News Service .....UP
Transcription Service.....NBC Thesaurus,
Transcription Service..NBC Thesaurus, Associated Music Publishers
Representative.....W. S. Grant

Personnel

President .....F. G. R. Schamblin
General-Commercial Manager.....L. A. Schamblin
Program Manager.....C. C. Sturm
Chief Engineer.....John W. Kibby

•

KRE

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California Broadcasters, Inc.
Address .....601 Ashby Avenue
Phone Number.....Ashberry 7715
Transmitter Location.....601 Ashby Avenue
Time on the Air.....Unlimited
News Service .....INS
Transcription Service .....Standard Radio

Personnel

President-Station Manager....Arthur Westlund
Sales Promotion Manager.....Don Hambly
Program-Publicity Director.....Les Avery
Musical Director.....Harrold Hawley
Chief Engineer .....McKernan

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KROP*

BRAWLEY—EST. 1945

Frequency: 1300 Kc.....Power: 1000 D; 500 N.
Owned-Operated By....Broadcasting Corp. of America
Address.....3401 Russell St., Riverside, Calif.
* Construction Permit.

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KHSL

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire Broadcasting Co., Inc.
Address.....336 Broadway
Phone Number.....Chico 237-8
Transmitter Location.....Hooker Oak and Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.

Personnel

President .....Hugh McClung
Station Manager.....M. F. Woodling
Commercial Manager.....Jestine A. Pero
Program Director.....J. Wightman
Chief Engineer.....Russell Pope

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KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 Watts 250 N
Owned-Operated By.....Valradio, Inc.
Business Address.....Box 140, El Centro
Address .....793 Main St.
Phone Number.....1100, 1120
Transmitter Location.....793 Main St.
Time on the Air.....6:00 a.m. to 11:00 p.m.
Transcription Service.....Standard Radio, Sesac, Cole.
Representative.....Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
General Manager.....Kenneth H. Thornton
Commercial Manager.....Belle Hovey
Sales Promotion.....Harold Steckel
Program Director.....Virginia Fox
Publicity Director.....Kenneth H. Thornton
Chief Engineer.....Leroy Bellwood

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KIEM

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By ....Redwood Broadcasting Co., Inc.
Business Address.....Box 1021
Phone Number.....93
Studio Address.....Vance Hotel, Eureka Inn
Transmitter Location.....McFarland Tract Humboldt Bay
Time on the Air.....Unlimited
News Service .....INS; UP
Transcription Service.....World Broadcasting System, SESAC, MacGregor
Representative.....John Blair & Co.

Personnel

President and Station Manager.....William B. Smullin
Commercial Manager.....Don Telford
Program Manager.....C. Paul Corbin
Sales Promotion Manager.....Robert Stach
Engineer.....Alvor Olson

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KARM

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Address .....1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location....Van Ness & Alluvial Avenues
Time on the Air.....6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
News Service.....AP and INS
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co., Inc.

Personnel

Owner & President.....Mrs. Hattie Harm
Station and General Manager.....Clyde F. Coombs
News Director.....Ed Clough
Publicity Director.....Eldora Roth
Program Director.....John Garrick
Chief Engineer.....R. M. Dorothy

KFRE

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....T. W. Patterson Bldg.
Phone Number..... 4-5001
Transmitter Location.....Clinton & First Sts.
Time on the Air:...5:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service.....Associated Music Publishers and World
Representative..... John Blair & Co.

Personnel

Owner .....J. E. Rodman
General Manager.....Paul R. Bartlett
Program Director.....Francis L. Quinn
Chief Engineer.....Harold R. Brown

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KMJ

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc. .....Power: 5,000 Watts
Owned-Operated By..McClatchy Broadcasting Co.
Address.....1559 Van Ness Ave.
Phone Number..... 3-6277
Transmitter Location....North & Madera Aves, Kerman
Time on the Air:.....24 hours daily
Newspaper Affiliation.McClatchy Newspapers
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Keith Collins
Sales Manager.....Coyle Chambers
Sales Promotion Manager.....Jack Griffith
Program and Musical Director.Andy Patterson
Publicity Director.....Jack Griffith
Chief Engineer.....Wm. N. Wallace

•

KIEV

GLENDALE—EST. 1933

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....CItrus 1-1133
Transmitter Location.....102 N. Glendale Ave.
Time on the Air.....Daytime License
News Service .....UP
Representative .....Biddick

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters
Program Director.....R. W. Muller
Chief Engineer.....John W. Tutt

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KFOX

LONG BEACH—EST. 1924

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....672-81
Transmitter Location...220 E. Anaheim Street
Time on the Air.....5:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio, Langworth Transcription Service; SESAC
Representative .....Biddick

Personnel

President, Station Manager and Program Director.....Hal G. Nichols
Commercial and Sales Promotion Manager and Chief Engineer..Lawrence W. McDowell

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KGER

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address.....435 Pine Ave.
Phone Number.....Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location.....Atlantic & Compton Blvds.
Time on the Air.....24 hours daily
News Service.....AP & INS
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor and Associated
National Representative....Joseph Hershey McGilvra

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial Manager.....Lee Wynne
Sales Promotion Manager.....Wendell Neely
Musical Director.....Helene Smith
Chief Engineer..Ronald Oakley and Jay Tapp

KECA

LOS ANGELES—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By..American Broadcasting Co.
Address.....1440 No. Highland Ave.
Phone Number.....HIllside 8231
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....5:45 a.m. to 12 midnight
6:45 a.m. to midnight, Sunday
News Service.....UP, AP & INS
Transcription Service.....Thesaurus and Lang-Worth.
Representative.....ABC Spot Sales

Personnel

President .....Mark Woods
Station Manager.....Clyde P. Scott
Commercial and Sales Manager.....Amos T. Baron
Sales Promotion-Merchandising Manager .....Jack O'Mara
Program Director.....William J. Davidson
Production Manager.....Rollo Hunter
Publicity Director.....Virginia West
Musical Director.....Buzz Adlam
Chief Engineer.....T. B. Palmer

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KFAC

LOS ANGELES—EST. 1933

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcasting Company, Incorporated
Address.....645 South Mariposa
Phone Number .....Fitzroy 1231
Transmitter Location.....3725 Chesapeake, L. A., Calif.
Time on the Air.....24 hours daily
News Service .....AP
Transcription Service.....WBS, Associated

Personnel

President-General Manager....Calvin J. Smith
Sales-Commercial Manager....Calvin J. Smith
Production-Program Director.Charles Granville
Publicity Director.....Eileen Wheatley
Musical Director.....Elmitt Eastcott
Chief Announcer.....Charles Granville
Chief Engineer.....Calvin J. Smith

BOB HOPE
JACK BENNY
AMOS 'N' ANDY
EDDIE CANTOR
INFORMATION PLEASE
FRED WARING
ONE MAN'S FAMILY
HOUR OF CHARM
RED SKELTON

FIBBER McGEE AND MOLLY
BERGEN AND McCARTHY
BOB BURNS
BURNS & ALLEN
ABBOTT & COSTELLO
GINNY SIMMS

BING CROSBY
HOAGY CARMICHAEL
PEOPLE ARE FUNNY
BANDWAGON
KAY KYSER
GREAT GILDERSLEEVE

LOS ANGELES
50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES
Earle C. Anthony, Inc.

• • • CALIFORNIA • • •

KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Address.....141 North Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Buena Park, Calif.
Time on the Air.....24 Hours Daily, Except Tues.—12 Hours
News Service.....UP, City News
Transcripiton Service: Standard Radio, Lang-Worth, World, BMI
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Sales Manager.....Geo. A. Whitney
Program Director.....Don McNamara
Production Manager.....Bob Hiestand
Publicity Director.....Dean Moxley
Director of Promotion and Public Service.....J. G. Paltridge
Musical Director.....Claude Sweeten
Chief Engineers.....Curtis Mason, H. L. Blatterman

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KFWB

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By: Warner Bros. Broadcasting Corp.
Address.....5833 Fernwood Ave.
Phone Number.....Hempstead 5151
Transmitter Location.Baldwin Hills, Culver City
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....AP, UP, INS
Representative.....William G. Rambeau Co.

Personnel

President.....C. H. Wilder
General Manager.....Harry Maizlish
Asst. General Mgr.....G. McGuire Pierce
Production-Program Director.....William Ray
Chief Announcer.....Harry Hall
Musical Director.....Dion Romandy
Commercial Manager.....Berne Wilkins
Sales Promotion.....Don Ross
Chief Engineer.....Harry Myers

•

KFSG*

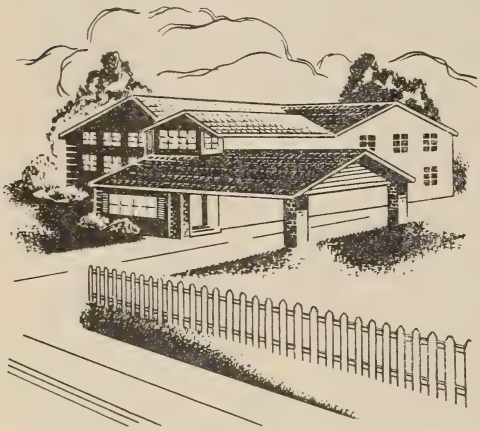
LOS ANGELES—EST. 1924

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
Owned By.....Echo Park Evangelistic Ass'n
Operated By..Angelus Temple, Church of the Foursquare Gospel.

A PLEA FOR PEACE! *Anthony Eden addressing plenary session; Secretary of State Stettinius presiding.*

KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.

KGFJ
New
HOLLYWOOD
HOUSE



Reflecting KGFJ's ever-enlarging service to the music loving world is its move to a new home—Hollywood House—at Sunset and Vine.

Here—at the Cross Roads of Radio, clients and agencies alike will find an easily accessible contact with KGFJ's unique and effective programming.

Pay us a visit. The latch string is always out at Hollywood House.

KGFJ
1230 KC
The Twenty-four Hour Station
Thelma Kirchner, Manager

Address.....1100 Glendale Blvd.
Phone Number.....Exposition 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

Personnel

President.....Dr. Rolf K. McPherson
General Manager.....Rev. Jack Carmain
Program-Musical Director.....John Vitallo
Chief Announcer.....Marshall Harry
Chief Engineer.....Harvey Haas

* *Non-Commercial Station.*

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KFVD
LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
Owned-Operated By: Standard Broadcasting Company, Inc.
Address.....338 South Western Avenue
Phone Number.....Drexel 2391
Transmitter Location....9300 Cattaraugus St.
Time on the Air.....6 a.m. to local sundown
News Service.....UP
Transcription Service .....Lang-Worth

Personnel

President-General Manager....J. Frank Burke
Sales-Commercial Manager.....Howard Gray
Chief Engineer.....Jack Fredericks

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KGFJ
LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Ben S. McGlashan
Address.....6314 Sunset Blvd.
Phone Number .....Prospect 2434
Transmitter Location..Washington & Oak Sts.
Time on the Air .....Unlimited license
News Service ..... INS
Transcription Service .....Associated Music Publishers.

Personnel

Owner.....Ben S. McGlashan
General & Station Manager...Thelma Kirchner
Sales-Commercial Manager..Thelma Kirchner
Sales Promotion-Merchandising Manager .....Thelma Kirchner
Program-Publicity Director...Thelma Kirchner
Production Manager-Musical Director .....Thelma Kirchner
Chief Engineer.....Homer Obuchon

KHJ

LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Business Address.....5515 Melrose Ave.
Phone Number.....HOllywood 8111
Transmitter Location..Venice Blvd. and Fairfax
Time on the Air:24 hours daily; Monday, 12:00 midnite to 6:00 a.m.
News Service.....AP, INS
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
Vice-President and General Manager.....Lewis Allen Weiss
Vice President and Assistant Manager.....Willet H. Brown
Commercial Manager.....Sydney Gaynor
Publicity Director.....Harriet Crouse
Program Director.....Pat Campbell
Chief Announcer.....Tony La Frano
Musical Director.....Harry Zimmerman
Chief Engineer.....Frank Kennedy

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KLAC *

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Operated By.....Dorothy S. Thackrey
Address.....1000 Cahuenga Blvd.
Phone Number.....HIllside 1161
Transmitter Location.....1000 Cahuenga Blvd.
Time on the Air.....5:30 a.m. to 1:00 a.m.
News Service.....INS, AP, UP
Transcription Service..Lang-Worth; Standard Radio.
Representative .....Burn-Smith Co.

Personnel

General Manager.....Don J. Fedderson
Program Manager.....Jim Strain
Commercial Manager.....H. R. Land
Chief Announcer.....Al Warner
Musical Director.....Oreste Tomasso
Chief Engineer.....Earl Buchanan

* *Formerly KTMR.*

KNX

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc..... Power: 50,000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Address.....6121 Sunset Blvd.
Phone Number.....Hollywood 1212
Transmitter Location....Columbia Park, Torrance, Calif.
Time on the Air.....6:00 a.m. to 1:05 a.m.
News Service.....AP; INS; UP
Transcription Service..Lang-Worth, Associated
Representative..... Radio Sales

Personnel

Vice President and General Manager.....Donald W. Thornburgh
Ass't Gen'l Mgr. and Director of Network Sales.....Harry W. Witt
Pacific Coast Sales Mgr.....Charles Morin
Sales Manager (KNX).....J. A. Morton
Sales Promotion Manager.....Ralph Taylor
Merchandising & Sales Service Manager.....Ernest H. Martin
Radio Sales Representative.....Meredith Pratt
Program Manager.....Tom Hargis
Chief Engineer.....Lester H. Bowman
Director of Public Relations.....Chet Huntley
Director of Press Information..Lloyd Brownfield
Operations Manager.....Ben Paley
CBS Western Musical Director....Lud Gluskin
Musical Director (KNX).....Wilbur Hatch
Continuity Chief.....Everett Tomlinson
Production Manager.....Edith Todesca
Managing News Editor.....John F. Beck
Stations Relations Manager...E. W. Buckalew

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KRKD

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.
Owned-Operated By.....Radio Broadcasters, Incorporated
Business Address.....541 So. Spring Street
Phone Number.....Tucker 7111
Studio Addresses....312 Spring Arcade Bldg.; 541 So. Spring St.
Transmitter Location.....1100 Lemoyne
Time on the Air.....Shares Time with KFSG
News Service .....INS
Transcription Service.....SESAC

Personnel

Chief Executive.....Frank P. Doherty
General Manager.....Ned Connor
Program Director.....Venna Taylor
Chief Engineer.....Willis O. Freitag

You can count on progressive programming to keep KMPC always out in front of the Western radio parade. KMPC sets the leader's pace with *better* programs built from sparkling new talent by top staff names. As a result, *more* listeners are spending *more* time with the "Station of the Stars". And more and more advertisers are lining up their advertising dollars behind the WEST'S GREATEST INDEPENDENT—KMPC. Join the parade. Remember, you're always in good company when you advertise on KMPC.

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE

KMPC
The West's Greatest Independent

LOS ANGELES, CALIFORNIA

KMPC

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts
Owned By: KMPC, The Station of the Stars, Inc.
Address.....5939 Sunset Blvd.
Phone Number.....Hollywood 5341
Transmitter Location.....12755 Burbank Blvd.
Time on the Air.....6 a.m. to midnight
News Service.....UP and AP
Transcription.....Associated, World
Representative.....Paul H. Raymer Co.

Personnel

President.....G. A. Richards
V. P. & Gen. Mgr.....Robert O. Reynolds
Commercial Manager.....Herbert Wixson
Production Manager.....Charles Calvert
Program Manager.....C. G. Renier
Promotion-Publicity Director....Willard Hanes
Musical Director.....Ted Steele
Chief Engineer.....Lloyd Cigmon

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KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Broadcasters, Inc.
Address.....P. O. Box 631, Marysville, Calif.
Phone Number.....2080
Transmitter Location.....Three miles north of Marysville on Laurellan Road
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service...World and M. M. Cole
Representative.....W. S. Grant Co

Personnel

President .....Horace Thomas
Station and Commercial Manager.Joe D. Carroll
Program Director and Production Manager.....Jayn Feller
Chief Engineer.....Joe D. Carroll
Chief Announcer.....Hedley Hall
Musical Director.....George Davidson

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KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Business Address.....P. O. Box 717
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Merced Broadcasting Company
Phone Numbers..... ...1430; 1431
Studio Address....."G" Street Grade
Transmitter Location....."G" Street Grade
Time on the Air.....5:30 a.m. to midnight
News Service .....UP
Transcription Service.....Standard Radio
National Sales Office.....582 Market St., San Francisco
Representative .....W. S. Grant

Personnel

General Director.....Hugh McClung
Station Manager.....Mel Marshall
Commercial Manager.....J. C. MacFarland
Program Director.....W. L. Musladin
Chief Engineer.....Malcolm R. Beavers

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KTRB

MODESTO—EST. 1933

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By..KTRB Broadcasting Co.,
Business Address.....P. O. Box 593
Phone Number..... 774
Studio and Transmitter.....Norwegian Ave.
News Service .....INS
Transcription Service.....World, Lang-Worth
Representative.....W. S. Grant

Personnel

President-Station Manager..Wm. H. Bates, Jr.
Sales Manager.....Virgil V. Risley
Program Director.....Cecil Lynch
Chief Engineer.....Wm. H. Bates, Jr.

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KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Monterey Peninsula Broadcasting Co.
Business Address.....275 Pearl St.
Phone Number: .....Monterey 8501
Studio Addresses ..275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location .....Municipal Wharf
Time on the Air.....6:30 a.m. to 11:15 p.m.; Sunday 7:30 a.m.
Newspaper Affiliation....Monterey Peninsula Herald; Salinas, Californian
News Service .....UP
Transcription Service.....NBC Thesaurus, Associated

Personnel

President .....Paul H. Caswell
Station Manager.....Reed Pollock
Sales Promotion Manager.....George Ross
Program Director.....Edward Duty, Jr.
Production Manager.....Ford Warner
Publicity Director.....George Ross
Chief Announcer.....Orel Phillips
Chief Engineer.....Omar Wright

KWBR

OAKLAND—EST. 1921

Frequency: 1310 Kc. .....Power: 1000 Watts
Owned By.....Warner Brothers
Operated by .....Warner Brothers
Address ..... 327-21st Street
Phone Number .....Higate 1212
Transmitter Location.....327-21st Street
Time on the Air.....24 hours
News Service .....INS
Representative.....Wm. G. Rambeau

Personnel

President-General Manager.....S. W. Warner
Station-Sales--Commercial
Manager.....F. Wellington Morse
Program Director.....Sylvia L. Chandler
Chief Announcer.....Dave Moore

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KLX

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Tribune Building Corp.
Address ....Tribune Tower, 13th & Franklin Streets
Phone Number.....Glencourt 0660
Transmitter Location.....Tribune Tower
Time on the Air.....6:45 a.m. to 1:00 a.m.
Newspaper Affiliation.....Oakland Tribune
News Service.....AP
Transcription Service.....World Broadcasting System and Associated
Representative.....Joseph Hershey McGillvra

Personnel

President-Owner.....J. R. Knowland, Jr.
General Manager.....Glenn Shaw
Sales Promotion Manager.....Ellis F. Rehn
Program Director-Production Manager
and Publicity Director.....Jerry Morton
Chief Announcer.....Bill Stevens
Musical Director.....Paul Scheiner
Chief Engineer.....Roswell Smith

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KROW

OAKLAND—EST. 1925

Frequency: 960 Kc. .....Power 1000 Watts
Owned-Operated By.....KROW, Inc.
Business Address ....Radio Center Building, 464 - 19th Street
Phone Number.....GLencourt 6774
Studio Addresses..464 19th St., San Francisco
Newsreel Theatre, Oakland, Calif.
Transmitter Location .....1522 - 8th Avenue
Time on the Air.....17½ hours daily
News Service .....UP
Transcription Service.....Standard Radio; Langworth

Personnel

President-General Mgr.....Sheldon Sackett
Commercial Manager-Station
Manager .....Wilton Guzendorier
Production Manager.....R. W. Wassenberg
Publicity Director.....Mercedes Prosser
Chief Engineer.....C. E. Downey

•

KXLA

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcasting Co.
Business Address..1401 South Oak Knoll Ave.
Phone Number.....RYan 1-6991
Studio Address.....1401 Oak Knoll Ave.
Transmitter Location.....El Monte, Calif.
Time on the Air.....24 Hours
News Service.....INS
Transcription Service: Lang-Worth; Associated Music Publishers
Representative.Joseph Hershey McGillvra, Inc.

In 5 years (by official census)
OAKLAND GROWS 31.6% . . . to 401,257
(Metropolitan Oakland near million)

It's official . . . just certified to the U. S. Bureau of Census. A special count places Oakland fourth (possibly third) among Coast cities...at least 26th in the nation! Oakland is increasingly *a market all its own.* And you can't overlook the fact that . . .

KROW
"The Home Interest Station"
IS *Oakland's Leading Radio Station*
RADIO CENTER BLDG., OAKLAND 12, CALIF.
National Representatives: Radio Advertising Co.

Personnel

General Manager.....Loyal K. King
Station-Commercial Manager....Loyal K. King
Program-Publicity Director....Norman Rodgers
Chief Announcer.....Carl Saunders
Chief Engineer.....Jack Reader

•

KCMJ

PALM SPRINGS—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Dick Joy, Donald C. McBain
Operated By...Palm Springs Broadcasting Co.
Address .....Box KK
Phone Number 2253-4
Studio-Transmitter Location..North Indian Ave.
Time on the Air.....6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....UP
Transcription Service .....Standard
Represenative.....Homer Griffith Co., Inc.

Personnel

Co-owner-Program Director.....Dick Joy
Co-owner.....Donald C. McBain
General Manager.....Clinton Jones
Commercial-Promotion Mgr....George E. Irwin
Office Manager.....Margaret Lord
Chief Engineer.....William Murtough

•

KPPC*

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By: Pasadena Presbyterian Church
Address.....585 East Colorado St.
Phone Number.....Sycamore 3-4363
Transmitter Location...585 East Colorado St.
Time on the Air.....Sundays, 9 a.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

General Manager.....Rev. George E. Petrie
Program-Musical Director.....Leon Hall
Chief Engineer.....N. V. Parsons

*(Non-Commercial Station)

•

KWKW

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Southern California Broadcasting Co.
Address.....425 East Green St.
Phone.....Ryan 1-6744
Transmitter Location.....San Gabriel
Time on the Air.....6:00 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard Radio

Personnel

Owners.....Marshall S. Neal, Paul Buhlig
General-Sales Manager.....William J. Beaton
Sales Promotion-Publicity.....Claire Hughes
Program Dir.-Chief Ann.....George Sanders
Musical Director.....Rowland Gibbs
Chief Engineer.....Paul W. Spargo

•

KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address.....Central Office, KYOS, Merced, Calif.
Studio Address.....Highway No. 99
Transmitter Location.....Highway No. 99
Time on the Air.....6:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio; C. P. MacGregor
Representative.....Will Grant

Personnel

Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Sales Promotion Manager.....Orville Burda
Program Director.....Charles Castor
Production Manager.....Lyle Mathis
Publicity Director.....Ted Dooley
Chief Announcer-Musical Dir...Charles Kinsley
Chief Engineer.....Russell Pope

•

KPRO

RIVERSIDE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America
Business Address: 3401 Russell St., Riverside, Calif.
Phone Number: Riverside 6290, San Bernardino 5157
Studio Address: 3401 Russell St., Riverside 480th 5th St., San Bernardino
Transmitter Location:.....3401 Russell St.
Time on the Air.....5:30 a.m. to 1 p.m.
News Service .....AP
Transcription Service: Associated Music Publishers and Cole
Representative.....Adam J. Young, Jr.

Personnel

President-General Manager.....W. L. Gleeson
Station Manager.....Gene Williams
Sales-Commercial Manager....Gene Williams
Sales Promotion-Merchandising Manager .....Mildred Thorne

Program Director.....Kenyon E. Linn
Production Manager.....Ed McLean
Publicity Director.....Mildred Thorne
Chief Announcer.....Lee Lawley
Musical Director.....Marlene White
Chief Engineer.....Cecil Caves
Record m.c.....Ralph James

•

KCRA

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned By...Central Valleys Broadcasting Co.
Business Address.....Calif. State Life Bldg.
Phone Number 2-0758
Studio Address.....Calif. State Life Bldg.
Transmitter Location...27th & American River
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System
National Representatives.....Helen Wood and W. S. Grant

Personnel

General Manager.....Ewing C. Kelly
Sales Manager.....Frank Coumont
Program Director.....Irving Phillips
Publicity Director.....Hill Armfield
Record m.c.....Edwin Carlson
Chief Engineer.....Marvin D. Myers

•

KFBK

SACRAMENTO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1530 Kc.....Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Business Address.....708 Eye St.
Phone Number.....2-5011
Transmitter Location.....Yola County
Time on the Air.....24 hours daily
Newspaper Affiliation..McClatchy Newspapers
News Service.....UP and AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Leo O. Ricketts
Program Director.....James Eakins
Publicity Director.....Marjorie Kistle
Sales Manager.....Richard Brothers
Chief Announcer.....Tony Koester
Chief Engineer.....Stam Sronce

KROY

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Royal Miller, Marion Miller, L. H. Penney, and Gladys W. Penney.
Operated By.....Royal Miller Radio
Address.....Hotel Sacramento Bldg.
Phone Number.....3-2525
Transmitter Location.....65th St. at 14th Ave.
Time on the Air:6:15 a.m. to 12:00 midnight, Sundays, 7:00 a.m. to 12 midnight.
News Service .....UP
Transcription Service....Associated Recorded PGM. Library
Representative .....Avery

Personnel

President-Owner.....Mrs. Royal Miller
Station Manager.....Mrs. Royal Miller
Public Relations Manager.....Howard Smiley
Program Director.....Howard Smiley
Chief Engineer.....Howard Martineau

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KXOA

SACRAMENTO—EST. 1945

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated by.....Lincoln Dellar
Business-Studio Address.....30th & P Sts.
Phone Number 6-4728
Transmitter Location.....30th & P Sts.
Time on the Air.....18 Hours Daily
News Service .....UP
Transcription Service.....Associated, Cole
Representative.....John Blair & Co.

Personnel

Owner-General Manager.....Lincoln Dellar
Commercial-Sales Promotion.....Morton Sidley
Program-Publicity Director....Robert W. Dumm
Production Manager.....Earl Russel
Chief Engineer.....Neal Black

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KFXM

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....J. C. and E. W. Lee
Operated By.....Lee Bros. Broadcasting Co.
Address.....512 Fifth St.
Phone Number.....4-761, 4-762
Transmitter Location.....990 Colton Ave.
Time on the Air.....5:45 a.m. to 12 midnight Sunday 6:00 a.m.
News Service .....UP

Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

Partners .....J. C. & E. W. Lee
Station Manager.....Maury A. Vroman
Program Director.....Eberle T. Shields
Production Manager-Chief Announcer .....Paul C. Lynde
Chief Engineer.....George W. Ewing

•

KFMB

SAN DIEGO—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: The Jack Gross Broadcasting Co.
Address.....1375 Pacific Blvd.
Phone Number .....Main 2114
Transmitter Location .....Spreckles B'dg.
Time on the Air.....18 Hours per Day
News Service.....AP
Transcription Service.....Standard Radio
Representative.....The Branham Co.

Personnel

President, Station and Commercial Manager.....Jack Gross
Sales Promotion Manager.....Shirley Hawley
Program Director and Production Manager.....Paul Baron
Chief Engineer.....Caleb Frisk
Publicity Director.....Shirley Hawley

•

KFSD

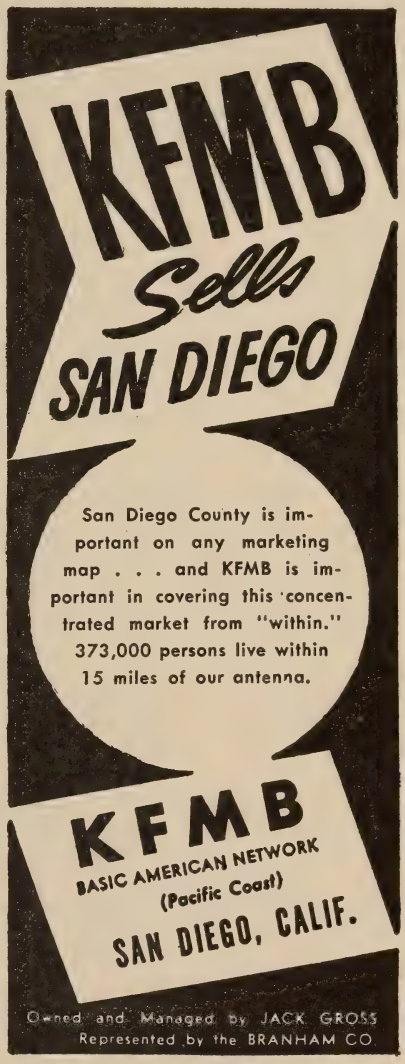
SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Airfan Radio Corporation, Ltd.
Address .....326 Broadway
Phone Number .....Franklin 6353
Transmitter Location .....326 Broadway
Time on the Air.....6 a.m. to Midnight, Sunday 8 a.m. to Midnight
Transcription Service.....NBC Thesaurus;
Representative .....Paul H. Raymer Co.

Personnel

President-Owner and Station Manager.....Thomas E. Sharp
Assistant Manager.....M. R. Harris
Commercial-Sales Manager.....Larry Scalf
Program Director.....Alys Phreamer
Publicity-Sales Promotion.....M. R. Harris
Production-Musical Director.....Russ Plummer
Chief Announcer.....Len Lundmark
Chief Engineer.....Richard Gartner



KGB

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Transmitter Location.....Pickwick Hotel
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP, INS, UP
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
Genl. Mgr.....Lewis Allen Weiss
Station Manager.....F. D. Ide
Commercial-Sales Promotion Manager.....William A. Evans
Production Manager.....Jerry Lee Pecht
Program and Musical Director....James Dillon
Chief Engineer.....William G. Collins
Publicity Director.....Willis I. Branin
Record m.c.....Jerry Lee Pecht

•

KFRC

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1000 Van Ness Avenue
Phone Number.....Pospect 0107
Transmitter Location.....1000 Van Ness Ave.
Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....AP, INS
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas L. Lee
Station-General Manager....William D. Pabst
Sales Manager.....Merwyn McCabe
Program-Production Manager.....Mel Venter
Publicity Manager.....R. L. Templeton
Musical Director.....Lyle Bardo
Chief Engineer.....Jim McArdle

•

KGO

SAN FRANCISCO—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 810 Kc.....Power 7500 Watts
Owned-Operated By: American Broadcasting Co.
Address.....155 Montgomery St.
Phone Number.....Exbrook 6544
Transmitter Location..5433 E. 12th St., Oakland
Time on the Air.....24 hours daily; Midnight to 5:45 a.m., Mondays
News Service.....AP, INS, UP
Transcription Service: Standard, Associated, NBC Thesaurus, BMI
National Sales Office.....ABC Spot Sales
Representative.....ABC Spot Sales

Personnel

President.....Mark Woods
Station Manager.....Gayle V. Grubb
Sales Manager.....Byron H. Nelson
Promotion-Publicity Manager.....Robert F. Laws
Program Director.....Robert H. Wesson
Chief Engineer.....A. E. Evans
Musical Director.....Phil Bovero
Record Master of Ceremony.George Fenneman

•

KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
Owned By.....KJBS Broadcasters
Operated By.....KJBS Broadcasters
Address.....1470 Pine Street
Phone Number.....Ordway 4148
Transmitter Location.....1470 Pine Street
Time on the Air.....5:00 a.m. to local sunset, 10:00 p.m. to 3:00 a.m.
News Service.....INS; UP; AP
Transcription Service.....Standard
Representative.....Headley-Reed Co.

Personnel

President.....E. P. Franklin
General Manager.....E. P. Franklin
Sales Manager.....S. G. Breyer
Program Manager-Production Manager.....C. F. Pendleton
Musical Director.....Mildred Bowyer
Record m.c.....Frank Cope
Chief Engineer.....William Nielsen

•

KPO

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By...National Broadcasting Company
Address.....Taylor & O'Farrell Sts.
Phone Number.....Graystone 8700
Transmitter Location.....Belmont
Time on the Air.....6:00 a.m. to 2:00 a.m.

News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus; Standard Radio
National Representative.....NBC Spot Sales

Personnel

General Manager.....John W. Elwood
Sales Manager.....Alfred Crapsey
Program Director.....Wendell Williams
Publicity Director.....Louise Landis
Chief Announcer.....Floyd Farr
Sales Promotion Manager.....Hunter L. Scott
Station Engineer.....Curtis D. Peck

•

KSAN

SAN FRANCISCO—EST. 1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Golden Gate Broadcasting Corp.
Address .....1355 Market St., Merchandise Mart Bldg.
Phone Number.....Market 8171
Transmitter Location.....1355 Market St.
Time on the Air.....18 Hours
News Service.....AP
Transcription Service.....Langworth
Representative.....Wm. G. Rambeau Co.

Personnel

President .....S. H. Patterson
Station and Commercial Manager .....Jerry Akers
Production-Program Director.....Lee Giroux
Sales Promotion.....Bob Woodmansee
Publicity Director.....John Ross
Chief Announcer.....Bill Braly
Musical Director.....Jack Buckingham
Chief Engineer.....N. J. Patterson

•

KSFO

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....The Associated Broadcasters, Inc.
Address.....Mark Hopkins Hotel
Phone Number.....Exbrook 4567
Transmitter Location.....San Francisco
Time on the Air.....6:00 a.m. to 12 Midnight
News Service.....INS, UP
Transcription Service.....Lang-Worth, Standard, World Associated
Representative.....Weed & Company

Personnel

President.....W. I. Dumm
Sales Manager.....John H. Schacht
Program Director-Production Manager.....Richard M. Oddie
Public Relations Director....David C. Spencer
Chief Announcer.....Robert W. Day
Musical Director.....Sam Moore
Vice-President Engineering..Royal V. Howard

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

•

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

One of America's Outstanding Independent Stations

RADIO STATION

KYA

San Francisco *5000 watts - Days* *1000 watts - Nights* *1260 KC*

KYA

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Palo Alto Radio Station, Inc.
Address....Hearst Bldg., 3rd & Market Sts.
Phone Number.....DOuglas 2536
Transmitter Location.....Candlestick Point, Bay View Park
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....INS, AP and UP
Transcription Service..Associated Music Publishers and Standard Library Service
Representative .....Adam Young

Personnel

President and Station Manager.Don Fedderson
Sales and Sales Promotion Manager.....D. E. Lundy
Program Director.....William Brown
Chief Engineer.....Paul C. Schulz
Chief Announcer.....Ellis Lind

•

KQW

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
Owned-Operated By.....Pacific Agricultural Foundation, Limited
Business Address.....San Jose; Palace Hotel San Francisco
Phone Numbers.....Ballard 2616 (San Jose), EXbrook 3233
Studio Address.....89 E. San Antonio St. San Jose; Palace Hotel, San Francisco
Transmitter Location.....Alviso, California
Time on the Air.....5:30 a.m. to 12 midnight
News Service.....INS; UP; AP
Transcription Service.....Standard Radio; NBC Thesaurus, Cole.
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
General Manager.....C. L. McCarthy
Vice President and Publicity-Sales Promotion Manager .....Wade Thompson
Program Director.....Fred Ruegg
Production Manager.....Grant Holcomb
Commercial Manager.....D. M. Greene
Chief Engineer.....Ken Owen

•

KVEC

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned & Operated By...Christina M. Jacobson trading as Valley Electric Co.
Business Address.....851 Higuera Street
Phone Number.....San Luis Obispo 264
Studio Address.....Mt. View & Hill Streets
Transmitter Location....Roosevelt Highway—1½ miles north of San Luis Obispo
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:00 a.m. to Midnight
News Service.....AP
Transcription Service.....Standard Radio and World
Representative.....W. S. Grant Company

Personnel

Owner.....Christina M. Jacobson
Manager .....Les Hacker
Commercial and Sales Promotion Manager.....Joe Shuttleworth
Program Director.....William Barton
Production Manager.....Aram Rejabian
Chief Announcer-Musical Dir....Clark Blocher
Chief Engineer.....Earle Travis

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KVOE

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Voice of the Orange Empire, Inc., Ltd.
Business Address.....206 No. Main St.
Phone Number..... 4901-R
Studio Address.....2825 West 5th St.
Transmitter Location.....2825 West 5th St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.
Transcription Service.....C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

President and General Manager, Ernest L. Spencer
Commercial Manager.....L. S. Nicholson
Sales Promotion Manager.....Marjory Marsh
Production Manager.....Bill Elliott
Chief Engineer.....Stan Guenther

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KDB

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By Don Lee Broadcasting System
Address.....1309 State St.
Phone Number.....Santa Barbara 4131
Transmitter Location.....17 East Haley
Time on the Air.....6:45 a.m. to 12:15 a.m.
Transcription Service....World Broadcasting System
Representative .....John Blair & Co.

Personnel

President.....Thomas S. Lee
Manager .....Lewis Allen Weiss
Commercial Manager.....James S. Blomfield
Sales Promotion Manager..Donald C. Roberts
Program Director.....Fin Hollinger
Production Manager.....Donald C. Roberts
Publicity Director.....Elizabeth Goddard
Record m.c.....Raymond Dietrich
Chief Engineer.....William C. Buckley

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KTMS

SANTA BARBARA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1250 Kc. .....Power: 1000 Watts
Owned-Operated By....News-Press Publishing Co.
Address .....De LaGuerra Plaza
Phone Number..... 6111
Transmitter Location.....Goleta, Calif.
Time on the Air.....18 Hours, Mon.-Sat.; 16 Hours, Sun.
Newspaper Affiliation.....Santa Barbara News-Press
News Service.....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
Station-General and Commercial Manager .....Jack Heintz
Sales-Promotion Manager.....R. A. Harding
Program Director and Production Manager.....Frank P. Weltmer
Musical Director.....Ernie Dugue
Chief Engineer.....Albert Nicolay

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KSMA

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....H. G., C. A., M. C. Shurtliff & C. A. Center
Address.....3437 Hedges Ave., Fresno, Calif.

•

(Call Letters to Be Assigned)

SAN MATEO*

Frequency: 1050 ks.....Power: 250-D
Owned-Operated By.....San Mateo County Broadcasters
Address.....San Mateo, Calif.

Personnel

Chief Executive.....Edmund Scott

* Construction Permit.

KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. .....Power: 1000 Watts
Operated By.....Ruth W. Finley
Owned By.....Ruth W. Finley
Business Address.....Press-Democrat Bldg.
Phone Number 110
Studio Address.....427 Mendocino Ave Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Finley Aves.
Time on the Air.....6:00 a.m. to 10:00 p.m.
News Service.....UP, AP
Transcription Service:
World Broadcasting System; Standard and Cole

Personnel

President .....Ruth Finley
Station Manager.....Eddie Handley
Chief Engineer.....Howard McCauley
Sales Manager.....Ted Hall

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KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....517 E. Market St.
Phone Number.....4-4551
Transmitter Location..S.E. 3 miles on 99 hiway
Time on the Air.....6:00 a.m. to 12 midnight
News Service..... INS
Transcription Service....World Broadcasting System
Representative.....John Blair & Co.

Personnel

Owner .....E. F. Peffer
Manager..... E. Smith
Program Director.....M. Dinsmore
Chief Engineer.....M. B. Greene

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KWG

STOCKTON—EST. 1921

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McClatchy Broadcasting Co.
Address ..... Hotel Wolf
Phone Number 22727
Transmitter Location .....Weber & E Sts.

Time on the Air.....6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight
Newspaper Affiliation: McClatchy Newspapers
News Service.....UP, AP
Transcription Service .....Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station & Sales Manager....Howard L. Bailey
Program Director.....James E. Longe
Publicity Director.....Gail K. Mayers
Chief Engineer.....Russell Bennett

KCOK

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Herman Anderson
Address .....Box 873
Phone Number 800
News Service .....UP
Transcription Service.....SESAC, Standard
Representative .....Homer Griffith

Personnel

Chief Executive.....Herman Anderson
General Manager.....Sheldon Anderson
Commercial Manager.....Richard Wegner
Program Director-Chief Engineer .....Harold Sparks
Promotion Manager.....Bob Lane

KTKC

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts
Owned-Operated By..Tulare-Kings Counties Radio Associates
Business Address.....Post Office Box 511
Phone Number 575
Studio Address.....Hotel Fresno, Fresno, Calif.
Transmitter Location....1¾ miles southwest of Visalia, California
Time on the Air....5:45 a.m. to 12:10 Midnight
News Service .....AP
Transcription Service.....World Broadcasting System, Standard
National Sales Office Address: Wm. Rambeau, Chicago and New York
Representatives: Wm. Grant Co., San Francisco

Personnel

Station Manager.....Chas. P. Scott
Sales Manager.....Milliard Kibbe
Production Manager.....Bill Gracey
Chief Engineer.....Bert Williamson
Chief Announcer.....Bill Ott
Publicity Director.....Jean Banks

KHUB

WATSONVILLE—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Operated By.....Luther E. Gibson
Owned By.....Luther E. Gibson
Business Address.....Atkinson Lane
Phone Number 1700-1
Studio Address.....Atkinson Lane
Transmitter Location.....Atkinson Lane
Time on the Air.....6:45 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service ....World Broadcasting System
Representative.....W. S. Grant Co.

Personnel

President.....Luther E. Gibson
Station Manager.....Roger R. Hunt
Commericial Manager.....Knight Johnston
Program Director.....Don De Wald
Chief Announcer.....Don Malone
Chief Engineer.....George Kenville

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

COLORADO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KGIW

ALAMOSA—EST. 1929

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... E. L. Allen
Address ..... Alamosa
Phone Number 26
Transmitter Location .....East Alamosa
Time on the Air.....7:00 a.m. to 9:30 p.m.
News Service .....UP
Transcription Service .....Keystone

Personnel

Owner .....E. L. Allen
Sales Manager.....Lloyd Allen
Program Director.....Kay Allen
Chief Engineer.....George H. Kettle

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KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Outwest Broadcasting Company
Address .....Antlers Hotel
Phone Number..... Main 278
Transmitter Location....2803 E. Platte Avenue
Time on the Air: 6:30 a.m. to 11:30 p.m.; Saturdays, 7:00 a.m. to 12 midnight
Newspaper Affiliation .....Oklahoma Publishing Co.
News Service .....AP
Transcription Service.....World Broadcasting System
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager.....Everett Shupe
Commercial Manager.....Orville W. Suhre
Chief Engineer.....H. C. Strang

•

KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By .....Eugene P. O'Fallon, Inc.
Address ..... Albany Hotel

1946...

4th YEAR

FOR THE

KFEL NEWS HOUR

9:00 P.M. News by Associated Press, I.N.S. and the KFEL Staff

9:15 P.M. Exclusive Foreign Service of THE CHICAGO DAILY NEWS

9:30 P.M. "Top of the News" by FULTON LEWIS, JR. (MBS)

9:45 P.M. "The Inside of Sports" by BILL BRANDT (MBS)

KFEL — "THIS IS MUTUAL IN DENVER"

950 Kilocycles—with 5,000 Watts 24 hours a day

Managed by Gene O'Fallon

Represented by John Blair & Co.

Phone Number .....KEystone 0178
Transmitter Location ...5350 West 20th Ave.
Time on the Air.....24 Hours Daily
News Service.....AP & Chicago Daily News
Transcription Service.....Standard Radio and Associated Record, SESAC, Cole
Representative.....John Blair & Co.

Personnel

President-Manager.....Gene O'Fallon
Director .....Frank Bishop
Program Director.....Paul Godt
Chief Engineer.....Tom Atherstone
Musical Director.....Paul Godt

•

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting Company, Inc.
Address .....Shirley Savoy Hotel
Phone Number .....Main 4271
Transmitter Location.....South Franklin at Hampden, Englewood, Colo.
Time on the Air.....6:00 a.m. to 12:15 a.m.
News Service.....INS, AP
Transcription Service .....Standard, C. P. MacGregor, M. M. Cole
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager .....Hugh B. Terry
Commercial Manager.....Fred C. Mueller
Promotion-Publicity Manager.Roger Rambeaux
Musical Director.....Les Weelans
Chief Engineer.....Harvey Wehrman

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K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By..KMYR Broadcasting Co.
Address.....1626 Stout Street
Phone Number..... Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....6:00 a.m. to 2:00 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting and Cole.
Representative.....William G. Rambeau Co.

Personnel

Owner .....F. W. Meyer
Station Manager.....A. G. Meyer
Commercial Manager.....Ben Bezoff
Publicity Manager.....E. H. Meyers
Program Director.....Dolores Plested
Production Manager.....Leo Cross
Chief Announcer .....Bill Butterfield
Musical Director.....Martha Goetz
Chief Engineer.....Glen James
Record MC.....Dick Schmidt

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K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. .....Power: 50,000 Watts
Owned-Operated By...National Broadcasting Company
Address .....1625 California Street
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colorado
Time on the Air.....19¼ Hours
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus, Standard

Personnel

President, National Broadcasting Co. Niles Trammell
Station Manager.....Lloyd E. Yoder

Sales Manager.....James R. MacPherson
Program Director.....Clarence C. Moore
Sales Promotion Manager..T. Ellsworth Stepp
Production Manager.....Earle Ferguson
Publicity Director.....T. Ellsworth Stepp
Chief Announcer.....Gilbert Verba
Musical Director.....Milton Shrednik
Chief Engineer.....Robert H. Owen

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K P O F*

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By..... Pillar of Fire
Address .....1845 Champa Street
Phone Number..... Tabor 3733
Transmitter Location..Belleview Junior College, Westminster, Colo.
Time on the Air.....Shares Time

Personnel

President .....Bishop Alma White
Station Managers.....Dr. A. K. White and Dr. Ray B. White
Program Director.....Kathleen M. White
Musical Director.....Orland A. Wolfram
Chief Engineer.....Paul H. Schissler

*(Non-Commercial Station)

KVOD

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By: Colorado Radio Corp.
Address.....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location .....North of Denver
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....Associated Music Publishers; Lang-Worth; C. P. MacGregor
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager..W. D. Pyle
Station & Commercial Manager...T. C. Ekrem
Sales Promotion Manager.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....B. H. Stanton
Chief Announcer.....Donald B. Vest
Auditor.....J. N. Hile
Assistant Program Director .....Thelma Smallenberger
Secretary .....Elaine Barcroft
Chief Engineers...W. D. Pyle and T. C. Ekrem

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KIUP

DURANGO—EST. 1935

Frequency: 1400 Kc. .....Power: 250 Watts
Owned-Operated By..San Juan Broadcasting Co.
Address .....2800 Main Ave.
Phone Number..... 117
Transmitter Location.....2800 Main Ave.
Time on the Air.....7:00 a.m. to 10:00 p.m.
News Service .....UP
Transcription Service..Keystone Broadcasting System, SESAC, Cole

Personnel

Station Manager.....Raymond M. Beckner
Chief Engineer.....John L. Antic
Chief Announcer.....Don Hoover

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KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.
Owned-Operated By ..Western Slope Broadcasting Co.
Address .....P. O. Box 30
Phone Number..Grand Junction 126 and 142
Transmitter Location.....Hillcrest Manor
Time on the Air.....6 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service....World Broadcasting System, Standard and SESAC
Representative .....Walker Company

Personnel

Station and Sales Manager.....Rex Howell
Sales Manager.....Roger Kelly
Chief Announcer.....Jack Lund
Chief Engineer.....D. E. Towne
Auditor .....Charles Howell
Program Director.....Mildred Fuller

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KFKA

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned.....Mid-Western Radio Corp
Address.....620 - 8th Ave.
Phone Number.....Greeley 450-451
Transmitter Location.....Hoover Park,
Time on Air.....Shares Time
News Service .....UP
Transcription Service.....Lang-Worth, Cole

Personnel

Managing Director.....H. E. Green
General Manager.....Francis Price
Program Director.....Charles E. Sumerau
Chief Engineer.....Ray E. Smith

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KOKO

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned & Operated By.....The Southwest Broadcasting Co.
Business Address.....P. O. Box 485
Transmitter Location.... U. S. Highway No. 50
Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-8:45 p.m.
Phone Number 42
News Service .....UP
Transcription Service .....Keystone
Transcription Service....Keystone Broadcasting System, Standard Radio, SESAC
Representative.....Thomas F. Clark Co.

Personnel

Chief Owner-Secy.-Treas....Leonard E. Wilson
Station Manager.....Leonard E. Wilson
Sales Manager.....Margaret W. Johnson
Production Manager.....Leonard E. Wilson
Chief Engineer.....Leonard E. Wilson

KGHF

PUEBLO—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Curtis P. Ritchie
Address.....P.O. Box 293
Phone Number 3877
Studio Address.....304 North Main
Transmitter Location: 3 miles south on Highway 85
Time on the Air: 6:00 a.m.-11 p.m. daily; 7 a.m.-11p.m. Sundays
News Service .....UP
Transcription Service.... World Broadcasting System
Representative.....Joseph H. McGillvra, Inc.

Personnel

Owner .....Curtis P. Ritchie
Station Manager.....Curtis P. Ritchie
Commercial Manager .....Maxson I. Bevens
Chief Engineer.....Willis C. Shanks
Program Director-
Chief Announcer.....Cliff Hendrix
Publicity Director.....Maxson I. Bevens

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KGEK

STERLING—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Road
Phone Number 679
Transmitter Location ..... Sterling
Time on the Air.....11:30 a.m. to 1:30 p.m.
Representative.....Thomas F. Clark Co., Inc.

Personnel

Owner.....Elmer G. Beehler
Sales Manager.....Glenn Presser
Chief Engineer.....Elmer G. Beehler

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Connecticut has a great inheritance: the first democratic constitution, adopted in 1636. Above: Seat of government in Hartford.

EVERYTHING HERE IS CAPITAL . . .

1. THE CAPITAL CITY of Connecticut, Hartford is the center of the busy political, financial and industrial life of the state.

2. THE CAPITAL MARKET of the country, the Hartford Trading Area is the Major Market in a state which leads all others in Effective Buying Income per family.

3. THE CAPITAL STATION in this market, WDRC is a capital buy, with one low uniform rate for all advertisers, national, regional and local.

WDRC

HARTFORD 4 CONNECTICUT

WDRC – FM

BASIC CBS HARTFORD REPRESENTED BY PAUL H. RAYMER

CONNECTICUT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WICC

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc...Power: 1000 d.; 500 n.
Owned-Operated by ....The Yankee Network, Inc.
Address .....Stratfield Hotel
Phone Number..... 6-1121
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air.....6 a.m. to 2 a.m.
News Service .....AP
Transcription Service....Associated; Standard Radio, SESAC
Representative....Edward Petry & Co., Inc.

Personnel

President.....Wm. F. O'Neil
Chairman of Board.....John Shepard, 3rd
Station Manager.....Joseph Lopez
Assistant Manager.....Thomas O'Neil
Sales Manager.....Norman Whittaker
Sales Promotion.....James S. Powers
Program Director.....Florence Robinson
Chief Engineer.....George Keich

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WNAB

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By.....Harold Thomas
Address.....991 Broad Street
Phone Number 3-3112
Transmitter Location ....Locomobile Point—(Inner Harbor)
Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service .....UP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

Owner ..... Harold Thomas
General Manager.....Bruff W. Olin, Jr.
Sales Manager.....Terry McGough
Chief Engineer.....Vinnie De Laurentis
Sales Promotion.....Sidney Peters
Sales Promotion.....Bruff W. Olin, Jr.
Publicity-Production Director.....Peter Bochan

WDRC

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WDRC, Inc.
Address .....750 Main St.
Phone Number..... 7-1188-9
Transmitter Location.....839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News Service.....AP & UP
Transcription Service .....World
Representative.....Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station
Station Manager.....Walter B. Haase
Commercial and Sales Promotion Manager.....William F. Malo
Program Director and Production Manager.....Harvey Olson
Publicity Director.....Jack Zaiman
Chief Announcer.....Larry Colton
Chief Engineer.....Italo A. Martino
Record m.c's.....Roy Hansen; Larry Colton; James Garrett; Dean Luce

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WHTD

(Formerly Known as WNBC)

HARTFORD—EST. 1935

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network
Address.....54 Pratt St. (Hartford)
Phone Number .....Hartford 7-9131
Transmitter Location.....Newington, Conn.
Time on the Air.....6 a.m. to 1 a.m.; Sun., 8 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....Standard Radio and Associated
National Sales Office..Edward Petry & Co., Inc. Company, New York, Detroit, Chicago

Personnel

Ch. of Bd. of Directors of The Yankee Network.....John Shepard, III
Station Supervisor.....Ralph D. Kanna
Sales Manager.....Linus Travers
Promotion Manager.....Robert Mooney
Chief Engineer.....Rogers Holt

TRY SOME?

During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders *have* tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.

WTIC
US 1
WATTS
50,000

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

WTHT

HARTFORD—EST. 1936

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By....Hartford Times, Inc.
Address.....555 Asylum St.
Phone Number 2-0237
Transmitter Location.....555 Asylum St.
Time on the Air.....6:30 a.m. to midnight; Sunday, 8a.m. to midnight
Newspaper Affiliation.....Hartford Times
News Service..... AP
Transcription Service.....Lang-Worth Standard
Representative.....J. P. McKinney & Son

Personnel

Station Manager.....C. Glover DeLaney
Commercial Manager..Leonard R. Schoenfeld
Sales Promotion Manager.....John S. Lloyd
Program Director-
Production Manager.....F. E. Bieber
Musical Director.....Charlotte Anderson
Chief Engineer.....Charles S. Masini
Record m.c's.....Joseph W. Girand, Mitchell C. Betters

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WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By....The Travelers Broadcasting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air.....5:30 a.m. to 1 a.m. Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; Transradio
Transcription Service.....Lang-Worth, NBC, Thesaurus
Representative ..... Weed & Company

Personnel

General Mgr.-Station Mgr....Paul W. Morency
Asst. General Manager-
Commercial Manager.....Walter Johnson
Sales Promotion Manager....James F. Clancy
Program Manager.....Leonard J. Patricelli
Production Manager.....Paul Lucas
Publicity Director.....James F. Clancy
Chief Announcer.....Bernard Mullins
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

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WELI

NEW HAVEN—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 960 Kc...Power: 1,000 d.; 500 n.
Owned-Operated By..Conn. Radio Foundation, Inc.
Address .....221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....Unlimited
News Service..... UP
Transcription Service.....World Broadcasting System Library
Representative .....Headley-Reed Co.

Personnel

President.....H. C. Wilder
Vice-President.....W. A. Riple
General-Station Manager....Richard W. Davis
Commercial Manager....Edwin H. Schweitzer
Sales Promotion Manager-
Publicity Director.....Dudy Frank
Program Director.....Charles Wright
Chief Announcer.....Jack Ryan
Record m.c.....Clive Dill
Chief Engineer.....Fred King

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WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 350 Watts
Owned-Operated By.....The Elm City Broadcasting Corp.
Business Address.....1110 Chapel Street
Phone Number 8-3151
Transmitter Location.....350 Kimberly Ave.
Time on the Air.....6:30 a.m. to 1 a.m.
Representative.....Wm. G. Rambeau Co.
News Service .....AP
Transcription Service .....Standard

Personnel

President.....Patrick J. Goode
General-Station Manager.....James T. Milne
Merchandising Manager.....Vincent Callanan
Program Director.....Kenneth Carter
Production Manager.....George Chapman
Publicity Director.....Margaret Wilson
Chief Engineer.....Garo W. Ray
Record m.c's.....Richard Jessens, Dave Harriss, Joseph Burns ... ...

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WNLC

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK & CONNECTICUT STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thames Broadcasting Corporation
Address.....Mohican Hotel, 281 State Street

Phone Number .....New London 4900
Transmitter Location.....Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight;
News Service .....AP
Representative .....Bertha Bannon

Personnel

General Manager.....Gerald J. Morey
Sales-Merchandising Manager.....Edwrd F. Darrell, Jr.
Program Director-Production Manager.....Leslie S. Morson
Record m.c.....Milton Warren
Chief Engineer.....Gerald J. Morey

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WSRR

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Western Conn. Broadcasting Co.
Address .....270 Atlantic St.
Phone Number 4-7575
Transmitter Location ....Lindstrom Rd., Shippan Point, Conn.
Time on the Air.....6:30 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....World Broadcasting System
Representatives..Bertha Bannan, Helen Wood

Personnel

Station Manager.....Harold H. Meyer
Sales Manager.....Wharton Ford
Sales Promotion Manager.....K. MacEwen
Program Director.....C. H. Shadwell
Publicity Director.....D. Hay
Chief Engineer.....Edward Markman
Musical Director.....Wharton Ford

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WATR

WATERBURY—EST. 1934

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK—YANKEE

Frequency: 1320 Kc. .....Power: 1000 Watts
Owned By.....The Watr Co.
Operated By.....Harold Thomas
Address.....71 Grand St.
Phone Number..... 3-5161
Transmitter Location.....Baldwin Avenue
Time on the Air.....7:30 a.m. to 12 midnight
News Service .....Transradio
Representative.....Wm. G. Rambeau Co.

Personnel

President Gen'l Mgr.....Harold Thomas
Station Sales Manger.....Sam Elman
Sales Promotion Manager.....Sam Elman
Chief Engineer.....Russel Jensen

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WBRY

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;
Owned-Operated By.....American Republican, Inc.
Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden Street
Time on the Air.....8 a.m. to 12 midnight
Newspaper Affiliation.....Waterbury American; Waterbury Republican
News Service ..... AP
Transcription Service ..... NBC Thesaurus
Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
Station-Promotion Manager.....E. J. Frey
Program Director.....Charles Lynch
Commercial Manager.....H. A. DeVorken
Chief Engineer.....Frank Hales

WSRR

STAMFORD, CONNECTICUT

Ask Anyone!

DELAWARE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. .....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number..... 7268
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Manager.....Harvey Smith
Technical Director.....J. E. Mathiot

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address .....920 King St.
Phone Number.....Wilmington 4-7771
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....6 a.m. to 1 a.m.; Sunday, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGilvra

Personnel

President.....Alfred G. Hill
General-Station Mgr.....George L. Sutherland
Sales-Merchandising Mgr..Chauncey Eanes, Jr.
Musical Director.....Delamere Parks

DISTRICT OF COLUMBIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. .....Power: 250 Watts
Owned- Operated By..WINX Broadcasting Co.
Address ..... 8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.
News Service.....INS, AP, UP
Transcription Service.....Standard Radio, Langworth and Associated, World

Personnel

President .....Eugene Meyer
General Manager.....Wayne Coy
Sales Manager.....Regis O'Donnel
Program Director.....Richard C. McNamara
Production Managers.....Betti Allen and Paul Hume
Publicity Director.....Phil Reilley
Chief Announcer.....George Crawford
Chief Engineer.....Ralph Cannon

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WMAL

WASHINGTON, D. C.—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts
Owned & Operated By.....The Evening Star Broadcasting Co.
Address .....724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location.... Cedar Lane, Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
Newspaper Affiliation..Washington Evening Star
News Service.....AP; UP; Reuters
Transcription Service.....NBC Thesaurus; Standard Radio
Representative.....ABC Spot Sales

Personnel

President.....S. H. Kauffman
General Manager.....K. H. Berkeley
Assistant General Manager and Commercial Manager.....Ben B. Baylor, Jr.
Sales Promotion Manager..William R. Willison
Program Director.....Gordon Hubbel
Production Manager.....John MacKercher
Publicity Director.....Bryson Rash
Chief Announcer.....Harold Stepler
Musical Director .....Sidney
Record m.c.....Tra.ton Robertson
Chief Engineer.....Daniel Hunter

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WOL

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. .....Power: 1000 Watts
Owned-Operated By.....Cowles Broadcasting Company
Address .....1627 K Street, N.W.
Phone Number .....Metropolitan 0010
Transmitter Location.....Silver Springs, Md.
Time on the Air.....19½ hours daily; 17½ hours Sunday
News Service.....UP, AP, Washington News Service
Transcription Service..Lang-Worth; Standard Radio; Associated
Representative.....The Katz Agency, Inc.

Personnel

President.....Gardner Cowles, Jr.
Ch. of Board.....John Cowles
Vice-President.....T. A. M. Craven
Vice-Pres. & Gen. Mgr.....Merle S. Jones
Sales Manager.....Henry V. Seay
Promotion Manager.....Tom Means
Production Manager.....Jay Caldwell
Publicity Director.....Jack Paige
Chief Announcer.....Karl Bates
Musical Director.....Charles Keaton
Record m.c's.....Russ Hodges,, Dale Morgan

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WRC

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By ..National Broadcasting Company
Address .....724 - 14th St., N. W.
Phone Number.....Republic 4000
Transmitter Location...Ager Rd., Bethesda, Md. 7:30 a.m. to 1 a.m.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus, Associated, Standard
Representative ....National Broadcasting Co.

Personnel

President.....Niles Trammell
Vice-President .....Frank M. Russell
General Manager.....Carleton D. Smith
Asst. to Gen. Mgr.....George Y. Wheeler
Commercial Manager.....Mahlon A. Glascock
Sales Promotion Manager.....James Seiler
Production-Program Dir....George Y. Wheeler
Musical Director.....Fritz Balzer
Chief Engineer.....Donald Cooper
Record MC.....Bill Herson
Publicity Director.....Mary Cavanaugh

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WTOP

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. ....Power: 50,000 Watts
Owned-Operated By..Columbia Broadcasting System
Address .....Earle Bldg.
Phone Number.....Metropolitan 3200
Transmitter Location.....Wheaton, Md.
Time on the Air: 5:45 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1:05 a.m.
News Service..... AP; UP
Transcription Service.....World Broadcasting System
Representative .....Radio Sales

Personnel

Director Washington Office (CBS) Earl H. Gammons
General Manager (WTOP).....Carl Burkland
Assistant to Director.....Fox Case
Program Director.....Martin D. Wickett
Supervisor Accounting, Personnel, Purchasing .....Harry R. Crow
Sales Manager.....Maurice Mitchell
Director Program Operations....Roy Passman
Director Press Information.....Carl Gebuhr
Chief Washington Correspondent-Director Washington News Bureau (CBS) Eric Sevareid
Chief Engineer .....Clyde Hunt

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WWDC

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc..Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.
Address .....1000 Connecticut Ave.
Phone Number .....National 7203
Transmitter Location.....61 Pierce St., N.E.
Time on the Air.....24 hours daily;
News Service.....AP, UP
Transcription Service.....Standard, Cole
Representative.....Weed & Co.

Personnel

President.....Joseph Katz
Station Manager.....Ben Strouse
National Sales Mgr.....Helen K. Mobberley
Merchandising-Sales Promotion..Herman Paris
Program Director.....Ira Walsh
Production Manager.....Sidney Peters
Publicity Director.....Jack Espey
Chief Announcer.....Jack Lowe
Musical Director.....Rosa May Fischer
Record m.c.....Jack Lowe
Chief Engineer.....Ross Beville

POSTWAR

WASHINGTON, D. C.

The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J., have released some extremely pertinent findings on the immediate peacetime prospects for Washington. Look for them in our WWDC ads.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

FLORIDA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WMFJ

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Address .....126½ Magnolia Ave.
Phone Number 91-2
Transmitter Location ....126½ Magnolia Ave.
Time on the Air.....7 a.m. to midnight, Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

Owner.....W. Wright Esch
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy
Traffic Manager.....Oliver Thornburg
Sales-Commercial Manager.....John S. Pitts
Program Director.....Oliver Thornburg
Publicity Director.....Crystal Palmer
Chief Engineer.....W. Wright Esch

WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Fort Myers Broadcasting Co.
Business Address.....54 East First St., WINK Bldg.
Phone Number 818
Studio Address...54 East First St., WINK Bldg.
Transmitter Location.....54 East First St., WINK Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson

Personnel

President.....Ronald B. Woodyard
Sales Manager.....Harry Thrift
Chief Engineer.....Al Scott

W M F J

DAYTONA BEACH, FLORIDA

(Call Letters to Be Assigned)
FORT LAUDERDALE*

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By.....Fort Lauderdale Broadcasting Co.
Address.....Fort Lauderdale, Fla.

•

(Call Letters to Be Assigned)
FORT PIERCE*

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By.....Indian River Broadcasting Co.
Address.....Fort Pierce, Fla.
* Construction Permit.

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WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc.....Power: 5,000 Watts
Owned by.....State of Florida
Operated by.....University of Florida
Address .....University of Florida
Phone Number .....1000, Branch 55
Transmitter Location....Campus, University of Florida
Time on the Air.....18 Hours Monday-Sat., 17 Hours on Sunday
News Service.....UP
Transcription Service.....Langworth, Cole
Representative.....Burn-Smith Co., Inc.

Personnel

Director-General Mgr....Maj. Garland Powell
Station Office Manager.....John Berry
Commercial Manager.....Rem James
Merchandising Manager.....Paul Acosta
Musical Director.....Helen S. Edwards
Chief Engineer.....Dr. Palmer Craig

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WJAX

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned, Operated By..City of Jacksonville, Fla.
Address.....No. 1 Broadcast Place
Phone Number.....5-5821
Transmitter Location..Hyde Park Country Club
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus and Associated
Representative.....John Blair & Co., Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote
Production Manager.....J. W. Douglass
Chief Announcer.....Grant Frankish
Musical Director.....Frank Morris

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WJHP

JACKSONVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
FLORIDA NETWORK

Frequency: 1320 Kc.....Power: 250 Watts
Owned-Operated By.....The Metropolis Co.
Address .....500 Laura St.
Phone Number.....5-7610
Transmitter Location.....Reed and Alamo Sts.
Time on the Air.....18 Hours Daily, 16 Hours Sunday.
Newspaper Affiliation....Jacksonville Journal
News Service.....UP
Transcription Service.....Lang-Worth
Representative .....John H. Perry Associates

Personnel

Owner .....John H. Perry
Station Manager.....Ted Chapeau
Chief Engineer.....B. Hayford
Commercial Manager.....R. R. Powell
Program Manager.....George Jesse

WJAX
JACKSONVILLE, FLORIDA
•
THE MUNICIPAL BROADCASTING STATION
NBC RED NETWORK
•
930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 5-5821
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

WMBR

JACKSONVILLE—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned, Operated By....Florida Broadcasting Company
Address .....118 West Adams St.
Phone Number 5-4387
Transmitter Location.....Vines and Mass. Ave.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World
Representative .....Weed & Co.

Personnel

President-Station Manager .....Frank King
Commercial-Sales Promotion Manager Glenn Marshall, Jr.
Program Director.....Madelinn Chace
Production Manager.....Roger Van Duzer
Chief Announcer.....E. D. Hill
Musical Director.....Allen Holmes
Chief Engineer.....E. B. Vordermark

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WPDQ

JACKSONVILLE—EST. 1942

AMERICAN BROADCASTING CO.
FLORIDA MUTUAL GROUP

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: Jacksonville Broadcasting Corp
Address.....Gulf Life Bldg.
Phone Number 5-6781
Transmitter Location....Seven miles west of Jacksonville on Lenox Ave.
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....George P. Hollingbery Co.

Personnel

President.....James R. Stockton
Station Manager.....Robert R. Feagin
Commercial and Sales Manager.....Frank Taylor, Jr.
Sales Promotion Manager.....Sid Beighley
Program Director.....Gary Allen
Production Manager.....Bernie Adams
Publicity Director.....Edith Cooper
Record m.c.....Fred Bradshaw
Chief Engineer.....J. R. Donovan

WKWF

KEY WEST—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address .....Stock Island
Phone Number 510
Transcription Service.....NBC Thesaurus

Personnel

General-Commercial Mgr..John M. Spottswood
Program-Promotion Dir....John M. Spottswood
Chief Engineer.....Harold G. Scholz

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(Call Letters to Be Assigned)

LAKE CITY—EST. 1946

Frequency: 1340 ks.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Address.....Lake City, Fla.

Personnel

Chief Executive.....Alfred H. Temple

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WLAK

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned, Operated By.....S. O. Ward
Address .....1412 East Lime St.
Phone Number.....2127
Transmitter Location.....1412 East Lime St.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Representative.....John E. Pearson Co.

Personnel

President and Station Manager....S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Maxine Tyner
Chief Announcer-Engineer.....Wm. P. Lee

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WGBS

MIAMI—EST. 1939

AMERICAN BROADCASTING CO.
FLORIDA-AMERICAN GROUP

Frequency: 710 Kc.....Power: 10,000 Watts
Owned by.....The Fort Industry Co.
Operated by.....The Fort Industry Co.
Address.....1605 Biscayne Blvd., Miami
Studio Address.....1605 Biscayne Blvd.
Phone Number.....9-2401 Miami
Transmitter Location..Highway No. 26, 9 miles W. of Ft. Lauderdale, Fla.

Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBC Thesaurus and Lang-Worth
Representative .....Headley-Reed Co.

Personnel

Owner.....Comdr. Geo. B. Storer
Station Manager.....Robert Venn
Sales Manager.....M. N. Babcock
Promotion Manager.....M. McGrath
Program Director and Production Manager.....George Ballou
Publicity Director.....M. McGrath
Chief Announcer.....Jack Williams
Musical Director.....Judy Strubhar
Record m.c.....Donald M. Butler
Chief Engineer.....Al Rutherford

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By....Isle of Dreams Broadcasting Corporation
Business Address.....600 Biscayne Blvd.
Phone Number 3-6444
Studio Address.....600 Biscayne Blvd
Transmitter Location.....North Bay Causeway
Time on the Air...Weekdays, 6:00-12:05 a.m.; Sundays, 8:00-12:05 a.m.
Newspaper Affiliation.....Miami Daily News
News Service.....AP, INS, UP
Transcription Service.....Standard Radio; Associated Music Publishers
Representative....George P. Hollingbery Co.; Harry E. Cummings

Personnel

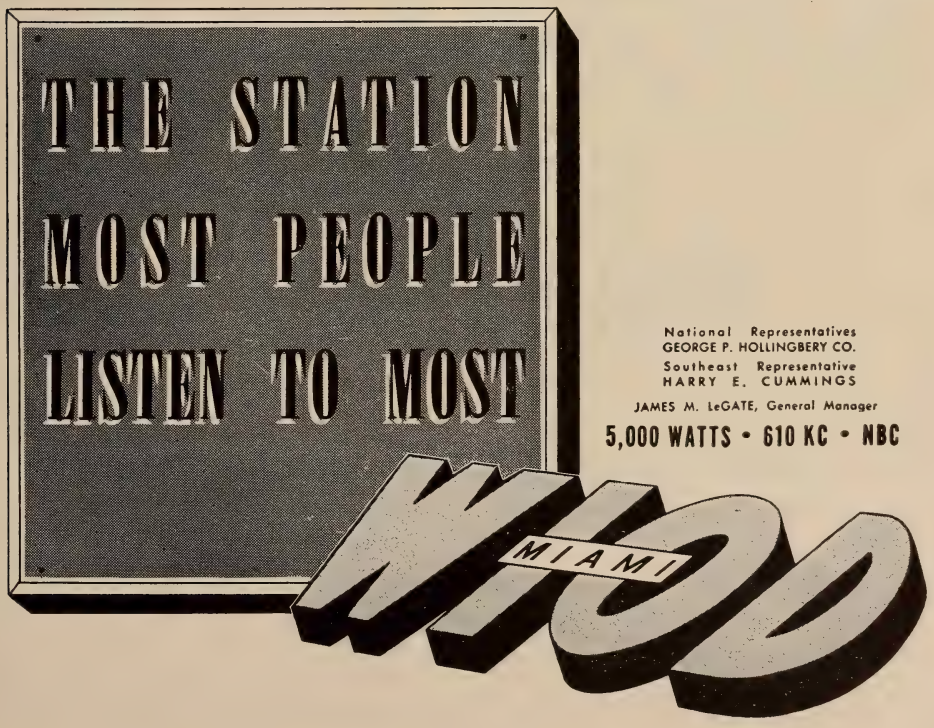
President.....D. J. Mahoney
General Manager.....James M. Legate
Commercial Manager.....T. O. McCullough
Promotion Manager.....Martha Henriquez
Program Director.....Robert Fidlar
Musical Director.....Earle Barr Hanson
Chief Studio Engineer.....Milton C. Scott

WQAM

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d., 1000 Watts, n.
Owned-Operated.....Miami Broadcasting Co.
Address .....Box 3741
Phone Number.....26121
Transmitter Location.....Biscayne Bay
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service.....AP



Transcription Service.....World Broadcasting System
Representative .....John Blair & Co.

Personnel

President and General Manager Fred W. Borton
Commercial Manager.....F. W. Mizer
Promotion and Publicity Manager.....W. P. Carey
Chief Engineer.....Earle Lewis

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WKAT

MIAMI BEACH—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 N. Bay Rd.
Phone Number 5-7471
Transmitter Location.....1759 N. Bay Rd.
Time on the Air....6:30 a.m. to 12 midnight, Weekdays; 8:00 a.m.-12 midnight, Sundays
News Service .....UP
Transcription Service.....AMP, Cole
Representative.....Radio Advertising Co.

Personnel

Owner.....A. Frank Katzentine
Station Manager.....John I. Prosser
Commercial and Sales Promotion Manager.....John I. Prosser
Program Director.....Sam Parker
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

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WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By....Orlando Broadcasting Co., Inc.
Business Address.....563 N. Orange Ave.
Phone Number 6181
Transmitter Location..Dubsdread Country Club
Time on the Air.....24 hours daily
News Service.....UP and AP
Transcription Service.....World Broadcasting System and NBC Thesaurus
Representatives.....John Blair & Co. and Harry E. Cummings

Personnel

President-Station Manager Col. George C. Johnston

ONE-FOURTH OF FLORIDA'S RADIO HOMES ARE SERVED BY THE 5000 WATTS OF FLORIDA'S ONLY 24 HOUR STATION LOCATED IN ORLANDO, THE CENTER OF THE SUN EMPIRE.

WDBO CBS 580 ON YOUR DIAL
COLUMBIA NETWORK

In our twenty-one years of continuous operation, we have learned the 'know-how' of providing those uncontracted services of Promotion and Publicity — those important added services which make clients happy.

Maybe that's why our advertisers continue to renew contracts for our complete facilities again, and again, and again!

Represented nationally by John Blair & Co.

Executive Officer.....Harold P. Danforth
National Sales Mander ad
Program Director.....William G. McBride
Local Sales Manager.....John M. Pedrick
Production Manager.....H. Carter Scofield
Publicity Director.....Rosalind Boggs
Chief Announcer.....H. Carter Scofield
Musical Director.....Dorothy Morton Parks
Record m. c.....Tom Sawyer
Chief Engineer.....James E. Yarbrough

•

W T M C

OCALA—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By..Ocala Broadcasting Co.
Address .....P.O. Box 831
Phone Number 128
Studio Address.....1 Broadcast Place
Transmitter Location....Anthony & Henry Sts.
Time on the Air....7:00 a.m. to 12:00 Midnight Unlimited
Newspaper Affiliation.....John H. Perry Newspapers
News Service.....UP
Transcription Service.....Lang-Worth and Keystone
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
Station and Commercial Manager.....T. S. Gilchrist, Jr.
Program Director.....John F. Nickolson
Chief Announcer.....John F. Nickolson
Chief Engineer.....Donald N. Richardson

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W L O F

ORLANDO—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hazlewood, Inc.
Business Address.....Angebilt Hotel Bldg.
Phone Number 8163-8164
Studio Address.....Angebilt Hotel Bldg.
Transmitter Location.....Near Orlando
Time on the Air....6:30 a.m. to 12 midnight; Sun., 7:30 a.m. to 12 midnight
News Service ..... INS
Transcription Service .....Lang-Worth
Representative.....Burn-Smith Co., Inc.; Frank Cook

Personnel

General Manager.....Victor Buisset

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W W P G

PALM BEACH—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Palm Beach Broadcasting Corp.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 21515, Lake Worth 500
Transmitter Location.....South Ocean Blvd.
Time on the Air.....7:00 a.m. to Midnight
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
Representative.....Joseph Hersey McGillvra

Personnel

President.....Charles E. Davis
Station Manager.....Donald S. Greenlief
Chief Engineer.....Clyde E. Walkden
Commercial Manager.....D. S. Greenlief
Program Director.....Alice Danahy
Promotion Manager.....Louise Adler

•

W D L P

PANAMA CITY—EST. 1940

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Panama City Broadcasting Co., Inc.
Address.....Mercer & Beach Drive
Phone Number 777
Transmitter Location.....Mercer & Beach Drive
Time on the Air.....6:45 a.m. to 11:00 p.m.
News Service.....UP
Newspaper Affiliation.....Panama City News Herald
Representative.....John H. Perry Associates

Personnel

Station Manager.....Byron Hayford
Chief Engineer.....Elmer Scott
Commercial Manager.....Byron Hayford
Program Director.....Byron Hayford
Publicity Director.....John Thomas
Chief Announcer.....Elmer Scott

WCOA

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power 1000 d.; 500 n.
Owned-Operated By..Pensacola Broadcasting Co.
Address .....Box 1669
Phone Number 4111-4112
Transmitter Location....Pensacola Bay Bridge
Time on the Air.....6 a.m.-12 Midnight
News Service.....UP
Transcription Service .....World
Representative .....John H. Perry Associates

Personnel

President.....John H. Perry
General and Commercial Manager.....Jack Rathbun
Program Director and Promotion Manager .....Jack Rathbun
Chief Engineer.....Bert Meade

WFOY

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address.....Magnolia Ave., Box 588
Phone Number 1622
Transmitter Location.....Magnolia Ave.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday, 7:30 a.m. to 12:05 a.m.
News Service .....UP
Representative.....Weed & Co.
Transcription Service.....NBC Thesaurus

Personnel

President-General Mgr....Glenn Marshall, Jr.
Station-Commercial Mgr.....John Cummins
Program Director-Production Manager .....Frankie Collyer Walker
Publicity Director.....Bernice McCarter
Chief Announcer-Chief Engineer..Pat Bernhard

85% of the 97,585 persons in
PENSACOLA and ESCAMBIA COUNTY, FLORIDA
Listen MOST Night AND Day to . . .

WCOA

PENSACOLA, FLORIDA
NBC AFFILIATE

ONLY Station For COMPLETE Coverage Of NORTHWEST FLORIDA

WCOA SERVES almost exclusively nine Florida and Alabama counties with estimated population of 400,000

PENSACOLA and ESCAMBIA COUNTY —Buying Income $85,000,000

PENSACOLA—FLORIDA'S 4th MARKET

PENSACOLA—Florida's Fastest Growing INDUSTRIAL and SHIPPING CENTER

KEY TO RADIO SELLING IN NORTHWEST FLORIDA

"A John H. Perry Station"

Jack Rathbun, Gen. and Sales Mgr.
Represented by John H. Perry Associates

WSUN

ST. PETERSBURG—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 620 Kc. .....Power: 5000 Watts
Owned-Operated By..City of St. Petersburg,
Address.....P. O. Box 240, Municipal Pier
Phone Number.....4747-4748
Transmitter Location..Bayview near Tampa,
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service..Associated Music, Cole
Representative .....Weed & Company

Personnel

Station Manager.....Norman E. Brown
Commercial Manager.....Vera M. New
Sales Promotion Manager...Norman E. Brown
Program Director-Engineer.....Louis J. Link
Musical Director.....Edith Ginn

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WTSP

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
Owned-Operated By..Pinellas Broadcasting Co.
Address.....470 First Avenue South
Phone Number.....8108
Transmitter Location....35th Ave. and 4th St., North
Time on the Air.....6:55 a.m. to midnight, Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation....St. Petersburg Times
Transcription Service .....World
News Service .....UP
Representative.....John E. Pearson Co.

Personnel

President-General Manager..Irwin A. Simpson
Commercial Manager.....Coburn Gum
Program Director.....Herbert T. Anderson
Promotion Manager.....Jean Allyn
Chief Engineer.....William D. Mangold

•

WSPB

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM
FLORIDA WEST COAST GROUP

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....P. O. Box 1110
Phone Number 2565
Studio Address.....City Island, Sarasota
Time on the Air.....7 a.m. to 11:15 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
National Representative...John E. Pearson Co.

Personnel

President.....R. C. Jones, Jr.
Station Manager.....John Browning
Sales-Merchandising Manager...Ken Randolph
Chief Engineer.....James E. Grant, Jr.

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WTAL

TALLAHASSEE—EST. 1943

MUTUAL

Frequency: 1340 Kc.....Power: 250 d.; 250 n.
Owned-Operated
By.....Capitol City Broadcasting Corp.
Manager Theresa M. Myers
Address.....Thomasville Road
Phone Number 2160
Time on the Air....7:00 a.m. to 12:00 midnight
News Service.....UP and AP
Transcription Service...Standard & Thesaurus
National Representative..Thomas F. Clarke Co.

Personnel

President.....Mrs. John H. Phipps
Station Manager.....Mrs. Teresa M. Myers
Commercial Manager....Mrs. Betty C. Perkins
Sales Promotion-Merchandising
Manager.....Mrs. Harriet B. Carson
Program Director.....Sadie L. Wooley
Production Manager.....Mrs. Helen Todd
Publicity Director.....Mrs. Harriet B. Carson
Musical Director.....Mrs. Betty C. Perkins
Chief Announcer-Chief
Engineer.....William A. Snowden, Jr.

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WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Tampa Times Company
Business Address.....112 N. Franklin St.
Phone Number.....M 1818
Studio Address.....Tampa Terrace Hotel
Transmitter Location..Forest Hills Country Club Area
Time on the Air.....6:45 a.m. to 12:05 a.m.
Newspaper Affiliation....Tampa Daily Times
News Service .....AP
Transcription Service.....World Broadcasting
Representative .....The Katz Agency

Personnel

President .....David E. Smiley
Sales Promotion.....L. Spencer Mitchell
Station Manager.....L. S. Mitchell
Chief Engineer.....William Pharr Moore

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

WFLA

TAMPA—EST. 1925

ORANGE NETWORK

Frequency: 970 Kc...Power: 5000 d.; 1000 n.

Owned-Operated By.....Tampa Tribune
Address.....Lafayette & Hyde Park Ave.
Phone Number.....Tampa H 1828
Transmitter Location.....East Entrance Davis Causeway, Columbus Drive
Time on the Air.....6:45 a.m. to 12:02 a.m.
Newspaper Affiliation .....Tampa Tribune
News Service .....UP
Transcription Service.....NBC Thesaurus; Standard and Lang-Worth
Representative.....John Blair & Co.

Personnel

Station Manager.....Charles G. Baskerville
Local Sales Manager.....Bert Arnold
Production Manager.....Paul M. Jones
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business Address .....P. O. Box 189
Phone Number 3638
Transmitter Location.....1500 N. Flagler Drive
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service.....World and Cole
Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway
General Manager .....Stephen Willis
Sales Promotion-Merchandising Manager .....Harry Forster
Program Director.....Rebecca Frazier
Production Manager.....Davies Webster
Publicity Director.....Harry Forster
Chief Announcer.....Davies Webster
Musical Director.....Ruth Shockley
Chief Engineer.....Otis C. Wright

YOUR RED CROSS
MUST CARRY ON

GIVE!

Lest We Forget . . .

WATL WRBL WGPC

ATLANTA	COLUMBUS	ALBANY
1400 KC MBS	1230 KC CBS	1450 KC CBS

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.

GEORGIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WALB

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address.....Albany Theater Arcade Bldg.
Phone Number.....389
Transmitter Location.....Leesburg Road
Time on the Air.....6:45 a.m. to 11:20 p.m.
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....World Broadcasting
Representative....Burn-Smith Co.; Frank Cook

Personnel

President .....H. T. McIntosh
Station Manager.....Abner M. Israel
Commercial Manager.....Guy Hamilton
Sales Promotion Manager.....Abner M. Israel
Program Director.....Betty Cooper
Publicity Director.....A. M. Israel
Musical Director.....Guy Hamilton
Record m.c.....Jim Rounsley
Chief Engineer.....William Alford

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WGPC

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Albany Broadcasting Co.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Road
Time on the Air.....6:45 a.m. to 11:15 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingberry

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....Margaret Kinnett,
Program Director.....Margaret Kinnett
Chief Announcer.....Theora Brown
Chief Engineer.....Chas. M. Kinnett

WGAU

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address ..... Bobbin Mill Road
Phone Number 1741
Transmitter Location .....Bobbin Mill Road
Time on the Air....7:00 a.m. to 12:00 midnight
Transcription Service .....Standard Radio and Keystone

Personnel

General Manager.....Robert Lewis Doster
Program Director.....Marguerite Williams
Chief Announcer.....Bob Vandiver
Chief Engineer.....Phillip F. Jones

•

WATL

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Georgia Broadcasting System
Operated by.....Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone Number .....Walnut 4377
Transmitter Location....Henry Grady Building
Time on the Air.....12 midnight; Saturday, 6a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingberry

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....Walter P. Speight, Jr.
Sales Manager.....Sam Kane
Program Director.....Dan Hornsby
Production Manager.....Larry Millert
Publicity Director.....Bill Penny
Chief Announcer.....Ted Fenster
Music Director.....Cliff Cameron
Chief Engineer.....R. W. Minton

Clear and Strong

A radio station's effectiveness starts with the power to be heard — *in the right places.* WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population — 49% of its radio homes and 49.5% of its retail sales.

Add to the *power to be heard* the appeal of *something worth hearing* and a tested plan for stimulating the *desire to listen* and you have the formula through which WAGA has become one of the South's most successful stations.

WAGA

ATLANTA

5000 Watts on 590 Kcs. • Represented by Headley-Reed

American Broadcasting Co.

WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned By ..... Georgia Institute of Technology, State of Georgia
Operated By.....Radio Committee—Board of Regents, State of Georgia
Address.....Box 674, Atlanta, Ga.
Phone Number.. .....Walnut 8441
Transmitter Location....Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System and NBC Thesaurus
Representative ..... The Katz Agency

Personnel

Associate Managers.....Frank Gaither (Sales), John Fulton (Programs)
Production & Publicity Director....Don Naylor
Musical Director.....Lola Allen Wallace
Chief Engineer .....Ben Akerman

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WAGA

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc.....Power: 5,000 Watts
Owned By.....Fort Industries Company
Operated By.....Liberty Broadcasting Corp.
Address.....Western Union Bldg.
Phone Number.....MAin 5101
Transmitter Location:
1299 North Druid Hills Road
Time on the Air.....5:55 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus and Lang-Worth
Representative.....Headley-Reed Co.

Personnel

President.....Comm. George B. Storer
Station Manager....Charles A. Smithgall, Jr.
Commercial Manager.....James Bailey
Sales Promotion and Publicity Manager.....Hugh E. Mackenzie
Program Director-Production Manager.....M. C. Gregory
Production Manager.....John Barlett
Musical Director.....Frances Wallace
Chief Engineer.....Al Jones

You ring the bell every time with WGST.

- Merchandising
- Promotion
- Programming
- Listeners
- CBS Affiliate

A member of the Georgia Major Market Trio.

WGST, Atlanta
WTOC, Savannah
WMAZ, Macon

For complete coverage of Georgia at one low cost.

GEORGIA TECH STATION

WGST
ATLANTA

Represented Nationally By
THE KATZ AGENCY, INC.

The OLDEST CALL LETTERS IN THE SOUTH

ATLANTA'S

WSB

GEORGIA'S ONLY

50,000 WATT

CLEAR CHANNEL STATION

Owned and operated by
The Atlanta Journal.
N B C Affiliate.

750 K. C.

— with a record of public service which guarantees a dominance in postwar development of this great market. W S B is truly *The Voice of The South.*

For further information, address

EDWARD PETRY and CO., INC.

National Representatives

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal Company
Address ..... Biltmore Hotel
Phone Numbers.....Hemlock 1045
Transmitter Location.....Tucker, Ga.
Time on the Air....5:00 a.m.-12:30 a.m. daily; 7:00 a.m.-12:30 a.m. Sunday
Newspaper Affiliation.....The Atlanta Journal
News Service.....AP, UP and INS
Transcription Service...Standard Radio, World
Representative.....Edward Petry & Co.

Personnel

President.....James M. Cox, Jr.
General Manager.....John M. Outler, Jr.
Sales Promotion Manager.....Tom Downing
Production Manager.....M. K. Toolson
Musical Director.....Albert Coleman
Chief Engineer.....C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..The Twin States Broadcasting Company
Address ..... Augusta
Phone Number.....2-2692
Transmitter Location.....Augusta, Ga.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday, 7:45 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....NBC Thesaurus and Standard
Representative .....Headley-Reed Company

Personnel

President.....J. B. Fuqua
Sales Manager.....Donald Kelly, Jr.
Chief Engineer.....John P. Jopling

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5,000 Watts
Owned-Operated By..Augusta Broadcasting Company
Address.....8th & Broad Streets
Phone Numbers 2-8805, 8806, 8807
Transmitter Location.....Berckmans Road
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service.....World Broadcasting System, Lang-Worth
Representative.....George P. Hollingbery

Personnel

President.....Wm. K. Jenkins
Station Manager.....W. R. Ringson
Commercial Manager.....Wm. B. Smart
Chief Engineer.....Harvey Aderhold

WMGR*

BAINBRIDGE

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By.....S. Marvin Griffin
Address.....P. O. Box 367

Personnel

Owner.....S. Marvin Griffin

* Construction Permit.

WMOG

BRUNSWICK—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By....Coastal Broadcasting Company
Address .....St. Simons Island Causeway
Phone Number 1500
Transmitter Location....St. Simons Causeway
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Clark

Personnel

President.....Mrs. Alma W. King
General and Sales Manager..Kenneth E. White
Chief Engineer.....Kenneth E. White

(Call Letters to Be Assigned)

CARTERSVILLE*

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Address.....111-113 W. Main St.

Personnel

Owner.....W. R. Frier

* Construction Permit.

WGAA

CEDARTOWN—EST. 1941

ABC
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....Northwest Georgia Broadcasting Co.
Operated By..... R. W. Rounsaville
Address .....West Theater Bldg.
Phone Number.....777 and 570
Transmitter Location.....Cave Spring Rd.
Time on the Air.....17½ hours daily
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed

Personnel

President-General Manager.....O. C. Lam
Station, Sales-Commercial Manager .....Thomas Carr
Sales Promotion-Merchandising Manager .....Thomas Carr
Program Director.....Rowena Whitfield
Production Manager.....Bill Ostrander
Chief Engineer.....Luther Martin
Record m.c.....Bill Ostrander

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WDAK

COLUMBUS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Address .....1028½ Broadway
Phone Number.....3-2771
Transmitter Location.....Brick Yard Rd.; Phenix City, Ala.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Representative.....Headley-Reed Co.
Transcription Service .....World

Personnel

President-General Mgr.....Allen M. Woodall
Sales-Commercial Manager...James W. Hicks
Sales Promotion-Merchandising Mgr..Ben Lucas
Program Director.....Dora Anna Gay
Production Manager.....Dennis Brown
Publicity Director.....Henry East
Chief Announcer.....Joe Byars
Musical Director.....Gertrude Handley
Record m. c.....Tommy Tucker
Chief Engineer.....DeForrest Layton

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WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By....Columbus Broadcasting Company
Address .....1420 Second Avenue
Phone Number.....2-0601
Transmitter Location.....3009½ Howard Ave.
Time on the Air.....6:00 a.m. to 12:05 a.m.; Sundays, 7:45 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service..Lang-Worth and SESAC
Representative.....George P. Hollingberry

Personnel

President.....J. W. Woodruff
Commercial Manager.....W. S. Massie
Sales Promotion Manager....Ed J. Hennessy
Program Director.....Tony Barrett
Publicity Director.....Ed J. Hennessy
Musical Director.....Miss Jewel Casey
Chief Engineer.....H. J. Smith

WMJM

CORDELE—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.
Owned-Operated By..Cordell Dispatch Publishing Company
Business Address.....20th Ave. and B St.
Phone Number 666
Studio Address.....20th Ave. & B St.
Transmitter Location.....20th Ave. & B St.
Time on the Air.....7 a.m. to 8:00 p.m.; Sundays, 7:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service...Keystone Broadcasting
Representative.....Thomas F. Clarke

Personnel

President.....James S. Rivers
General-Commercial Mgr....James T. Ownby
Chief Engineer.....John B. Broughton

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WBLJ

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Dalton Broadcasting
Address.....111 So. Pentz Street
Phone Number.....Dalton 684
Transmitter Location.....River Bend Rd.
Time on the Air.....6:45 a.m. to 10:00 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Cox & Tanz

Personnel

President .....H. C. Kenemer
Manager.....W. V. Williams
Sales Promotion Manager.....F. H. McMilan
Publicity Program Director.....Bill Armond
Production Manager.....Bill Armond
Chief Announcer.....Ed Craigmiles
Chief Engineer.....John S. Andrews

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WMLT

DUBLIN—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By..Dublin Broadcasting Co.
Address .....Box 604
Phone Number 871
News Service .....AP
Transcription Service...Standard, Lang-Worth

Personnel

Chief Executive .....George T. Morris
General-Commercial Manager....Al Robinson
Program Director.....Betty Page
Sales Promotion.....Al Robinson
Chief Engineer.....J. B. Benonis

WGGA

GAINESVILLE—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Blue Ridge Broadcasting Company
Address.....Athens Road
Phone Number.....1600-1601
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service....Lang-Worth and Cole

Personnel

President.....Charles Smithgall
Vice-President.....H. Russ Holt
Sales Manager.....E. F. MacLeod
Program Director.....Mildred Thompson
Chief Engineer.....C. M. Callicott

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WKEU

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service .....SESAC
Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

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WLAG

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address .....303 Broome St.
Phone Number..... 1700
Transmitter Location.....La Grange
Time on the Air.....Unlimited
Newspaper Affiliation...LaGrange Daily News
News Service .....UP
Transcription Service .....World

Personnel

President .....Roy C. Swank
Station Manager.....Edwin Mullinax
Sales Promotion-Merchandising Manager .....Herb Wells
Program Director.....John Boggess
Chief Engineer.....J. M. McKay

WBML

MACON—EST. 1940

AMERICAN BROADCASTING CO.
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Georgia Broadcasting Company
Address.....First National Bank Building
Phone Number..... 2728
Transmitter Location.....8th & Cherry Streets
Time on the Air.....6 a.m. to 12 midnight;
News Service .....UP
Transcription Service .....Standard
Representative .....Joseph H. McGillvra

Personnel

President .....Ernest D. Black
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Promotion Manager.....Harold Beaty
Chief Engineer.....H. S. Goodrich

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WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Southeastern Broadcasting Company, Inc.
Address .....Bankers Insurance Bldg.
Phone Number 3131
Transmitter Location.....Forsyth Road
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....INS, AP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

President, Chief Engineer...George P. Rankin
Station Manager.....Wilton E. Cobb
Commercial & Sales Promotion Mgr. .....Frank Crowther

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WNEX

MACON—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc..... ..Power: 250 Watts
Owned-Operated By..Macon Broadcasting Co.
Address .....Bibb Building
Phone Number 8211
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative ..... Burn-Smith

Personnel

Chief Executive.....E. M. Lowe
General Manager.....A. L. Lowe
Commercial Manager.....Carl Williams
Chief Engineer.....Clarence Landress

THE HALF MILLION PEOPLE
LIVING IN THE COASTAL
EMPIRE SECTION OF GEORGIA
AND SOUTH CAROLINA TUNE
IN REGULARLY TO

WTOC

DUE TO SEVENTEEN
YEARS OF GOOD
"LISTENER-EXPERIENCE"

(Call Letters to Be Assigned)
MARIETTA*

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Chattahoochie Broadcasters
Address.....75 Marietta St., Atlanta, Ga.

Personnel

Chief Executives.....Fred B. Wilson, Channing Cope

* Construction Permit.

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WMVG*
MILLEDGEVILLE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Address.....E. Hancock St.

Personnel

Owner.....Jere N. Moore

* Construction Permit.

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WMGA
MOULTRIE—EST. 1939
SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Frank R. Pidcock, Sr.
Address .....Box 310, Moultrie
Phone Number..... 999
Transmitter Location.....Moultrie
Time on the Air; 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....Standard Radio, Keystone, World

Personnel

Owner.....Frank R. Pidcock, Sr.
Manager .....John F. Pidcock
Commercial Manager .....James M. Wilder
Chief Engineer .....James Wilder

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WRGA
ROME—EST. 1929
MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting Corp.
Address ..... National City Bank Building
Phone Number.....6589
Transmitter Location ....Seventh Ave., Rome
Time on the Air.....6 a.m. to midnight; Sunday, 7:45 a.m. to midnight
News Service .....UP
Representative.....Maurice C. Coleman & Associates

Personnel

President .....John W. Quarles
Gen'l Mgr. & Treasurer .....Happy Quarles
Sales Manager.....Price Selby
Production-Program Director..George Eubanks
Sales Promotion.....Mather Payne
Chief Engineer.....Doc Williams

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WSAV
SAVANNAH—EST. 1939
NATIONAL BROADCASTING CO.
ATLANTIC SPORTS NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
Address .....Liberty National Bank Building
Phone Number.....5600
Transmitter Location.....East President Street
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative .....George P. Hollingbery

Personnel

President .....Harben Daniel
Station Manager.....Harben Daniel
Commercial Manager.....N. W. Brandon (U. S. Army)
Sales Promotion Manager.....L. H. Thesmar
Program Director.....Clarence M. Garnes
Publicity Director.....L. H. Thesmar
Chief Engineer.....Meredith E. Thompson

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WTOC
SAVANNAH—EST. 1929
COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By....Savannah Broadcasting Company
Operated By.....Savannah Broadcasting Co.
Address.....516 Abercorn Street
Phone Number.....20127
Transmitter Location ....Central Junction
Time on the Air: 6:00 to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Lang-Worth; Standard Radio and World
Representative .....The Katz Agency

Personnel

President and Station Mgr....W. T. Knight, Jr.
Sales-Merchandising Manager..J. D. Sheppard
Local Sales Mgr.....Ben Williams
Program Director.....Ben Quick
Publicity Director.....R. M. Charlton
Chief Engineer.....Claude M. Gray

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WPAX
THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Address.....117 Remington Avenue

Phone Number..... 909
Transmitter Location...117 Remington Avenue
Time on the Air.....7:30 a.m. to 10:00 p.m.; Sunday, 9 a.m. to 6 p.m.
News Service .....UP
Transcription Service.....M. M. Cole

Personnel

Owner-Station Manager.....H. Wimpy
Commercial Manager.....Al Feinberg
Chief Announcer and Engineer.James W. Poole

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WRLC

TOCCOA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By .....R. G. LeTourneau
Address .....Prather Bridge Road
Phone Number..... 1751
Transmitter Location....Prather Bridge Road
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth; BMI; Keystone, World and Cole

Personnel

Owner.....R. G. LeTourneau
General Manager.....Jack Salvador
Station Manager.....Virgle E. Craig
Sales Promotion-Merchandising Manager .....Sam A. Gaines
Program Director-Production Manager-Chief Announcer.....Carroll Lee
Chief Engineer.....Ernest Church

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WGOV

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. D. Rivers
Address .....Valdosta, Ga.
Phone Number 1420
Transmitter Location.....Valdosta, Ga.
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....UP
Transcription Service .....World
Representative .....The Walker Co.

Personnel

Owner..... E. D. Rivers
Station Mgr.....Mrs. E. D. Rivers
Sales Manager .....W. R. Link
Program Director.....J. Marion Harman
Chief Engineer.....W. P. Callahan

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WAYX

WAYCROSS—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address .....620 Plant Avenue
Phone Number 965
Transmitter Location ..... Waycross
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation .....Waycross Journal-Herald
News Service ..... UP
Transcription Service .....World Broadcasting System, M. M. Cole
Representative .....The Walker Company

Personnel

President .....Jack Williams
Station Manager.....John J. Tobola
Sales-Commercial Manager.....R. C. Tuten
Sales Promotion-Merchandising Manager.....R. C. Tuten
Program Director.....Gwen Thomas
Production Manager.....R. C. Tuten
Publicity Director.....Dorothy Smith
Chief Announcer.....Clyde C. Davis
Record m. c.....Raymond Williamson
Chief Engineer.....John J. Tobola

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WRLD

WEST POINT—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Valley Broadcasting Co.
Address .....Gen. Tyler Hotel Bldg.
Phone Numbers.....173 or 193
Studio Address....Gen. Tyler Hotel Bldg. and Cherry St., Lanett, Ala.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World Broadcasting
Representative .....Headley-Reed

Personnel

Chief Partner & Gen. Mgr.....L. J. Duncan
Station Manager.....Alden H. Haight
Sales Manager.....J. Sidney Laird
Chief Engineer.....Dige Bishop

IDAHO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KIDO

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By.....Mrs. G. M. Phillips
Operated By.....Mrs. G. M. Phillips
Address .....Hotel Boise
Phone Numbers.....660; 661; 682
Transmitter Location..4½ miles northwest of City
Time on the Air.....Full Time
News Service .....UP and AP
Transcription Service....World Broadcasting System
Representative.....John Blair & Company

Personnel

President.....Mrs. G. M. Phillips
Commercial-Sales Promotion.Boyd Braithwaite
General Manager.....Walter E. Wagstaff
Chief Engineer .....James Johntz

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(Call Letters to Be Assigned)

BURLEY*

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica Longston
Address .....Burley, Idaho

Personnel

Owner .....Jessica Longston

* Construction Permit.

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(Call Letters to Be Assigned)

COEUR d'ALENE

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Coeur d'Alene Broadcasting Co.
Address.....Coeur d'Alene, Idaho

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KID

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM
WESTERN

Frequency: 1350 Kc.....Power: 5000 d.; 500 n.
Owned-Operated By.....Idaho Radio Corp.
Address .....KID Building
Phone Number 4
Transmitter Location .....Ammon Road
Time on the Air.....6:30 a.m. to 11 p.m. daily; Sunday, 7 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....World
National Representative
Joseph Hershey McGillvra

Personnel

Manager..... ...Eugene M. Halliday
Sales Manager.....Leonard Wasden
Chief Engineer.....C. N. Layne

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KRLC

LEWISTON—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building
Phone Number..... 1950
Transmitter Location.....Lewiston Orchards
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service....World Broadcasting
Representative .....Howard H. Wilson Co.

Personnel

Owner .....H. E. Studebaker
Station Manager.....Donald A. Thomas
Commercial Manager.....David Peterson
National-Regional Sales Mgr.....Donald Wike
Chief Engineer.....Gene Wilson

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KFXD

NAMPA—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank E. Hurt & Son
Business Address....1024 Twelfth Ave., South
Phone Number 1200
Studio Addresses: 1024 Twelfth Ave., South; 809 Main St., Boise, Idaho
Transmitter Location..1024 Twelfth St., South; Radio Sta. KSL, Salt Lake City, Utah
Time on the Air.....6 a.m. to 11 p.m.
News Service .....UP-AP
Transcription Service: NBC Thesaurus; Lang-Worth

Personnel

Owner .....Frank E. Hurt and Edward P. Hurt
Sales Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

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KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.
Owned-Operated By..... Radio Service Corporation
Address .....Yellowstone Highway

. . . *The favorite programs are heard over* **WMAQ!**

FIRST in CHICAGO

WMAQ

50,000 watts

Represented by NBC SPOT SALES

A Service of Radio Corporation of America

Independent surveys prove that year after year the nation's favorite programs are heard over WMAQ. These NBC shows are the combined result of NBC program direction, top-flight talent and expert production facilities—all made possible by America's leading radio advertisers and their capable agencies.

Through the station coverage afforded by WMAQ these astute advertisers reach our country's number two market, Chicagoland, where 2,855,700 families annually spend over $3,500,000,000. And the same advantages await those interested in either local or spot campaigns. For WMAQ—morning, noon or night—is the Chicago station that reaches the people who listen and buy.

The Chicago station most people listen to most of the time

670 ON YOUR DIAL

Phone Number 960
Transmitter Location..... Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service..... UP
Transcription Service.....Standard and Cole
Representatives.....The Walker Co. (East); Homer Owen Griffith (West)

Personnel

President .....O. P. Soule
Vice-Pres.-General Manager.Henry H. Fletcher
Chief Engineer.....Henry H. Fletcher

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KTFI

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Broadcasting Corp.
Address .....241 Main Ave. W.
Phone Number..... 2400
Transmitter Location.....Highway No. 30, west of Twin Falls
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Library, Lang-Worth, Cole.
Representatives.....Weed & Co.; John Keating, Northwest Rep.

Personnel

President .....O. P. Soule
General Manager.....F. M. Gardner
Sales Promotion.....Don E. Evans
Chief Engineer.....William Richardson

(Call Letters to Be Assigned)

TWIN FALLS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Idaho Broadcasting and Television Corp.
Address.....Twin Falls, Idaho

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(Call Letters to Be Assigned)

TWIN FALLS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Address.....Twin Falls, Idaho

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KWAL

WALLACE—EST. 1939

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Silver Broadcasting Co.
Operated By.....R. G. Binyon
Address .....Tabor Bldg.
Phone Number..... 330
Transmitter Location.....Silverton, Idaho
Time on the Air.....7 a.m. to 1 a.m.
News Service .....UP
Transcription Service...World Library, SESAC

Personnel

President.....Dr. J. R. Binyon
V.P.-General Manager.....R. G. Binyon
Program Director.....W. Mondell Spencer
Chief Engineer.....Howard Olsen

ILLINOIS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WMRO

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air....Local sunrise to local sunset
News Service..... AP
Transcription Service: Keystone Broadcasting System; Standard Radio

Personnel

Owner-General Manager....Martin R. O'Brien
Commercial Manager .....Vincent G. Cofey
Chief Engineer.....Phillip Olson

WJBC

BLOOMINGTON—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..A. M. McGregor, Hugh L. Gately
Business Address.....209 E. Washington
Phone Number.....2635-0
Transmitter Location.....West Gregory Ave. Normal, Ill.
Time on the Air.....6 a.m. to 10:30 p.m.
Transcription Service.....Lang-Worth
News Service .....UP
Representative .....Sears and Ayer, Inc.

Personnel

General Manager.....A. M. McGregor
Sales-Commercial Manager...Hugh L. Gately
Chief Engineer.....Ted Baily

WKRO

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....324 B'way, Cape Girardeau, Mo.
Phone Number.....1490
Transmitter Location .....Cairo
Time on the Air.....7:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service .....UP
Representative.....John E. Pearson Co.

Personnel

Owner .....Oscar C. Hirsch
Station Manager.....Merrill C. Currier
Chief Engineer.....Ralph L. Hirsch

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WCAZ

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 1080 Kc.....Power: 250 Watts
Owned-Operated By....Superior Broadcasting Service, Inc.
Business Address.....Marine Trust Co. Bldg.
Phone Number..... 520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location .....Carthage
Time on the Air.....Daytime to local sunset
News Service .....UP
Representative.....Thomas F. Clark Co., Inc.

Personnel

President .....Bob Compton
Station-Commercial Manager.....John Palmer

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WDWS

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
MISSISSIPPI VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Champaign News-Gazette, Inc.
Address ..... 48 Main St.
Phone Number 6-1855
Transmitter Location.1 mile south of Champaign
Time on the Air.....16 hours
Newspaper Affiliation .....Champaign News-Gazette
News Service .....UP
Transcription Service .....World
National Sales Office....360 N. Michigan Ave., Chicago
National Representative.....Advertising Time Sales Co.

Personnel

General Manager.....J. A. McDermott
Station Manager.....Frank R. Mills
Sales Manager.....Frank R. Mills
Program Director.....Katherine Scheurich
Chief Engineer.....Jack R. Baum

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WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By....Drover's Journal Publishing Co.
Address .....Palmer House
Phone Number .....Randolph 1932
Transmitter Location.....1001 Exchange Ave.
Newspaper Affiliation.....Drovers Journal Publishing Co., Inc.
Time on the Air....6:30 a.m. to local sunset
News Service.....UP, AP, Transradio
Transcription Service.....Standard Radio
Representative....George P. Hollingbery Co.

Personnel

President .....Ward A. Neff
Station and Commercial Manager .....Bradley R. Eidmann
Sales Promotion Manager..Eleanore Stechbart
Program Director-Production Manager .....Cynthia Coyle
Publicity Director.....Eleanore Stechbart
Record mc .....Bill Bauer
Chief Engineer.....Carl Ulrich

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WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WAIT
Address.....360 N. Michigan Avenue
Phone Number .....Franklin 0660
Transmitter Location.....Church Road, Elmhurst, Ill
Time on the Air.....Local sunrise to sunset
News Service.....UP, Transradio
Transcription Service .....World, Associated, SESAC
Representative.....Howard Wilson Co.

Personnel

Managing Director .....Gene T. Dyer
Station Manager.....Earl Withrow
Program Director.....Lorraine Dwyer
Chief Engineer.....Ellery Plotts

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WBBM

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By....The Columbia Broadcasting System, Inc.

Address .....410 North Michigan Ave.
Phone .....Whitehall 6000
Transmitter Location .....Itaska, Ill.
Time on the Air.....5:30 a.m. to 1:30 a.m.; Sundays, 7:00 a.m. to 1:30 a.m.
News Service.....AP; INS; UP
Transcription Service.....Lang-Worth, World, Associated Recorded Program Service
Representative .....Radio Sales

Personnel

Chief Executive.....H. Leslie Atlass
General Manager.....Frank Falknor
Commercial Manager.....E. H. Shomo
Sales Promotion-Merchandising Manager .....Tom Rooney
Program Director.....Walter Preston
Production Manager.....Al Morey
Publicity Director.....Don E. Kelley
Chief Announcer.....Bob Cunningham
Musical Director.....Caesar Petrillo
Chief Engineer.....James Beloungy

•

WCFL

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1000 Kc.....Power: 10000 Watts
Owned-Oper. By..Chicago Federation of Labor
Address.....666 Lake Shore Drive
Phone Number.....Superior 5300
Transmitter Location...Downers Grove, Illinois
Time on the Air...6:00 a.m. to 12:00 Midnight; Sundays, 7:45 a.m. to 12 midnight.
News Service.....UP
Transcription Service....World Broadcasting
Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
Commercial and Sales Manager..M. B. Wolens
Program Director.....Roy Franklin
General Manager.....Maurice Lynch
Sales Promotion Manager....Melvin B. Wolens
Production Manager.....Roy Franklin
Musical Director.....Jack Kelly
Chief Engineer.....Richard Pappin
Record M. C.....Howard Roberts

•

WCRW

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....Diversey 4440
Transmitter Location.....2756 Pine Grove Ave.
Time on the air: 11 .m. to 2 p.m. nd 5 p.m. to 7 p.m.

Personnel

Owner.....Clinton R. White
General Manager.....J. A. White

WENR

CHICAGO—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By...American Broadcasting Company
Address.....20 No. Wacker Dr.
Phone Number.....Delaware 1900
Transmitter Location.....Tinley Park, Ill.
Time on the Air: Monday thru Friday, 3:00 p.m.-6.00 p.m. and 800 p.m.-1:00 am.; Saturday, 3:00 p.m.-6:00 p.m and 12:00 Midnight-100 am.; Sunday, 12:00 Noon to 7:00 p.m. and 8:00 p.m.-1:00 a.m.
News Service.....AP; INS; UP
Transcription Service.....Standard Radio
Representatives.....ABC, Spot Sales

Personnel

Chief Executive-General Mgr.....E. R. Borroff
Station-Sales Manager.....R. McLaughlin
Sales Promotion-Merchandising Manager.....K. R. Sutphin
Program Director-Production Mgr..Gene Rouse
Publicity Director.....E. Henry
Supervisor of Announcers.....E. Kasser
Musical Director.....Rex Maupin
Chief Engineer.....E. C. Horstman

Thanks to all at

WENR

who have been so helpful during

12 YEARS

of broadcasting my

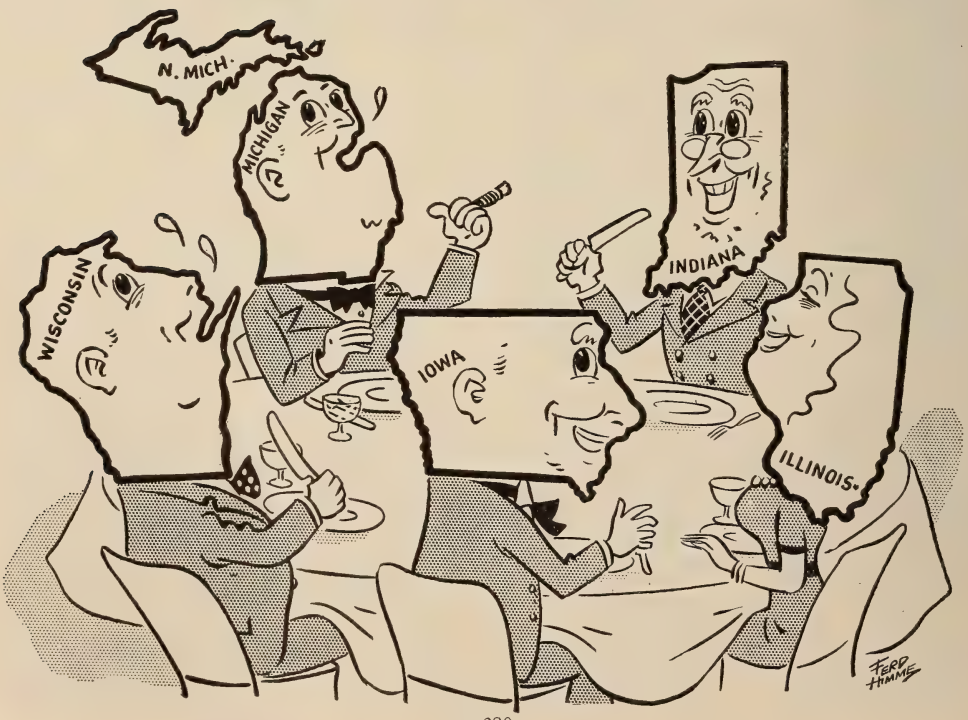
"Breakfast Club"

—Don McNeill

SERVING THE MIDDLE WEST

WGN

Chicago 11, Illinois
50,000 WATTS
72 On Your Dial
Mutual Broadcasting Company



WEDC

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 Ogden Ave.
Phone Number.....Crawford 4100
Transmitter Location.....3860 Ogden Ave.
Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.; 12 midnight to 6 a.m.
News Service .....UP

Personnel

President.....Emil Denemark
General and Commercial Manager .....Frank J. Kotnour
Program Director and Chief Announcer .....Bill Mack
Musical Director.....Bill Brady
Chief Engineer.....Chester Lewicki

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WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned and Operated....Radio Station WGES
Address.....2708 W. Washington Blvd.
Phone Number.....Sacramento 1700
Transmitter Location....8601 So. Kedzie Ave.
Time on the Air..7:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service .....World

Personnel

Station Manager.....John A. Dyer
Commercial Manager.....E. M. Hinzman
Sales Promotion Manager.....K. P. Freda
Program Director.....Herbert Rudolph
Production Manager.....M. E. Clemens

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WGN

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
Owned-Operated By.....WGN, Inc
Address.....441 N. Michigan Ave.
Phone Number.....Superior 0100
Transmitter Location.....Roselle, Illinois
Time on the Air: 5:30 a.m. to 1:05 a.m.; Saturdays, 5:30 a.m. to 1:35 a.m.; Sundays, 7 a.m. to 1:05 p.m.
Newspaper Affiliation....The Chicago Tribune
News Service.....AP, UP, Chicago Tribune
Transcription Service.....World Broadcasting System; Associated Music Publishers and Standard Radio
Representative.....WGN, Inc. (N. Y.)

Personnel

President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Commercial Manager...William A. McGuineas
Program Director .... Buckingham W. Gunn
Publicity Director.....Bruce Dennis
Production Manager.....Edmund F. Kahn
Sales Promotion.....William Meyers
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers

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WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
Owned-Operated By.....Field Enterprises, Inc.
Address.....230 North Michigan Ave.
Phone Number.....STAte 5466
Transmitter Location.....Desplaines, Illinois
Time on the Air: 4 a.m. to sundown, Salt Lake City
Transcription Service.....World, Cole
Newspaper Affiliation.....Chicago Sun
News Service.....AP, UP
Representative.....Lewis H. Avery

Personnel

President .....Marshall Field
General-Station Manager.....Arthur F. Harre
Sales-Commercial Manager.....Fred G. Harm
Sales Promotion-Merchandising Mgr..Bob Ward
Program Director-Production Manager .....Randy Blake

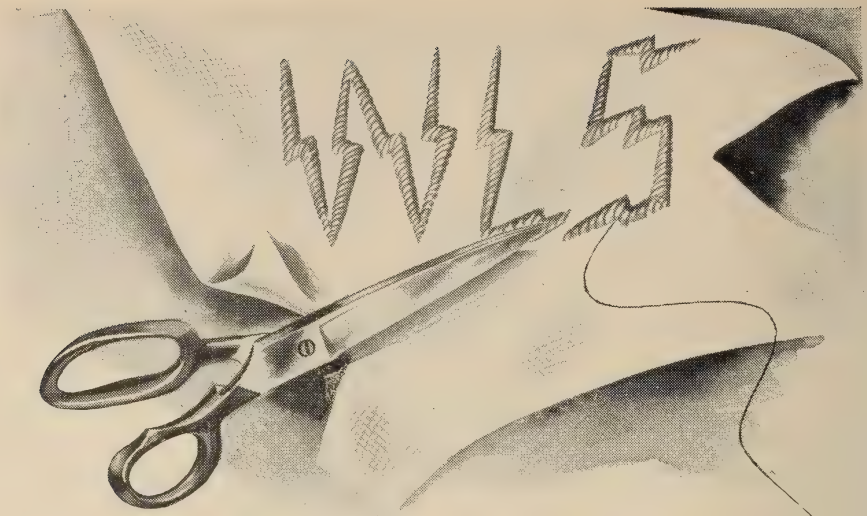
the New

WJJD

20,000 WATTS OF SELLING POWER

CHICAGO

A Marshall Field Station represented nationally by Lewis H. Avery



LIKE THE TAILOR fitting a suit, WLS program builders plan their programs to fit the needs of Midwest listeners. They know the WLS listening family and their requirements. In educational, spiritual and entertainment features, WLS serves the interests of a friendly, growing audience.

"School Time" brings progressive education to one million youngsters in 30,000 classrooms . . . Dr. John Holland, WLS staff pastor, gives daily inspiration to listening millions. There are the farm features: Art Page's Dinnerbell Time, radio's oldest farm service program; a quarter hour of farm news at 6 a.m. and again at 11:45; frequent daily market reports; and an evening quarter hour of rural service with different subjects from day to day: farming in other lands, questions and answers, livestock, new farm equipment, and similar information.

This combination of service, inspiration and entertainment is planned to fill a need, to fit the pattern of daily living in Midwest America. It's one of the reasons why *WLS Gets Results!*

tailored to fit

A Clear Channel Station

MANAGEMENT AFFILIATED WITH

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN
Bisbee-Lowell-Douglas
Carl Morris, Mgr.
1230 Kilocycles
250 Watts

KOY
PHOENIX
AL JOHNSON
MANAGER
550
KILOCYCLES

KTUC
TUCSON
Lee Little, Mgr.
1400 Kilocycles
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

Publicity Director.....Bob Ward
Musical Director.....Kennedy Nelson
Chief Engineer.....Walter Meyers
Record M. C.....Irvin Victor

•

WIND

CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By...Johnson-Kennedy Radio Corp.
Business Address...230 North Michigan Ave.
Phone Number.....State 4176
Transmitter Location..25 miles S.E. of Chicago
Time on the Air.....24 Hours a Day
News Services.....AP, INS, UP
Transcription Service .....Standard, World and Thesaurus
Representative.....John E. Pearson Co.

Personnel

President-Owner.....Ralph L. Atlass
Station Manager.....Ralph L. Atlass
Sales Manager.....John T. Carey
Program Director.....Ralph L. Atlass
Publicity Director.....Joan Kauffman
Chief Announcer.....Brooks Connally
Chief Engineer.....Ellery C. Plotts

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WLS

CHICAGO—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By...Agricultural Broadcasting Co.
Address.....1230 W. Washington Blvd.
Phone Number.....Monroe 9700
Transmitter Location.....Tinley Park, Ill.
Time on the Air: Sat., 5:00 a.m.-3:00 p.m.; and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.; Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-8:00 p.m.
News Service.....AP, UP, Transradio
Transcription Service .....Standard
Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
V-P and General Manager.....Glenn Snyder
Sales Manager.....C. M. Freeman
Sales Promotion Manager..Donald E. Finlayson
Program Director.....Harold Safford
Production Manager.....Al Boyd
Publicity Director.....Wilma Gwilliam
Chief Announcer.....Jack Holden
Musical Director.....Osgood Westley
Chief Engineer.....Thomas L. Rowe

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
Owned-Operated By National Broadcasting Co., Inc.
Address..... Merchandise Mart
Phone Number.....Superior 8300
Transmitter Location.....Elmhurst, Ill.
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 8:00 a.m. to 1:00 a.m.
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....National Broadcasting Co.

Personnel

President.....Niles Trammell
V-P, WMAQ Mgr.....Harry C. Kopf
Division Engineer.....Howard C. Luttgens
Supervisor of Music Library....D. A. Marcotte
Chief Announcer.....William Kephart
Publicity Director .....Jack Ryan
Continuity Editor.....William Murphy
Production Mgr.....Frederick A. Jacobson, Jr.
Sales Manager.....Oliver Morton
Business Manager.....John F. Whalley
Program Manager.....Jules Herbuveaux
Advertising and Sales Promotion Manager, Emmons C. Carlson
Musical Director.....Roy Shield
Director of Public Programs....Judith Waller

(See Page 376)

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WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts
Owned-Operated By.....The Moody Bible Institute of Chicago
Address.....153 Institute Place
Phone Number.....Michigan 1570
Transmitter Location.....Addison, Ill.
Time on the Air.....Limited time
News Service.....AP
Transcription Service.....NBC Thesaurus, World

Personnel

General Manager.....Henry C. Crowell
Program Director.....Robert Parsons
Production Manager.....Pierce Hiscock
Publicity Director.....Russell T. Hitt
Musical Director.....Sheldon Fardig
Chief Engineer.....A. P. Frye

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WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WSBC
Address .....2400 West Madison St.
Phone Number.....Monroe 9060

Transmitter Location....2400 West Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m., 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service .....UP
Transcription Service.....SESAC, MacGregor, M. M. Cole

Personnel

General Manager.....Robert O. Miller
Commercial Manager.....Julius Miller
Sales Promotion Manager.....M. V. Baker
Program Director.....Robert O. Miller
Musical Director.....Arnold B. Miller

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WHFC

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....6138 W. Cermak Road
Phone Number.....Lawndale 8228
Transmitter Location....6138 W. Cermak Road
Time on the Air.....7:00 a.m.-12 Midnight
News Service.....UP

Personnel

General Manager.....R. W. Hoffman
Manager.....M. E. Clifford
Chief Announcer.....George Haywood
Chief Engineer.....Frank Linhardt

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WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Northwestern Publishing Co.
Operated By.....Northwestern Publishing Co.
Address .....Hotel Wolford
Phone Number 1700
Transmitter Location....1500 Washington Ave.
Time on the Air.....7 a.m. to 10:15 p.m., Mon. ..to Sat.; Sun., 8 a.m. to 10:45 p.m.
Newspaper Affiliation .....Danville Commercial News
News Service ..... UP
Transcription Service.....World
Representative .....J. P. McKinney & Son

Personnel

General Manager.....E. C. Hewes
Commercial Manager.....Robert J. Burow
Program Director.....Honore E. Ronan
Chief Engineer.....Ted Magin
Publicity Director.....Joan Randolph

•

WSOY

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Commodore Broadcasting, Inc.
Address.....351-357 No. Main St.
Phone Number.....5371-2
Transmitter Location...1891 No. Oakland Ave.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation....Decatur Newspapers Inc.
News Service.....AP
Transcription Service....Standard Radio, NBC
Representative .....Weed & Co.

Personnel

President .....Frederick Schaub
General Manager.....F. Merrill Lindsay, Jr.
Sales-Commercial Manager...Charles F. Bruce
Program Director.....Buren C. Robbins
Chief Announcer.....E. B. Pennhallegon
Chief Engineer.....Paul A. Wnorowski

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WTMV

EAST ST. LOUIS—EST. 1935

ASSOCIATED BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Mississippi Valley Broadcasting Co., Inc.
Address...Broadview Hotel, 5th and Broadway
Phone Number....East 4390 and Bridge 3424
Transmitter Location.....Broadview Hotel, 5th and Broadway
Time on the Air.....6:30 a.m. to 1:05 a.m.;
News Service .....UP
Transcription Service .....World
Representative.....Regional Radio Sales

Personnel

President.....William F. Johns
General Manager-Station Manager .....Michael Henry
Sales Manager-Commercial Manager.....Frank J. Prendergast
Program Director.....Paul M. Enright
Chief Announcer.....Bob Terry
Musical Director.....Bill Hart
Record M. C.....Bob Baker
Chief Engineer.....Erle E. White

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WGIL

GALESBURG—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Galesburg Broadcasting Co.
Address.....Hill Arcade Bldg.
Phone Number.....4626 Main
Transmitter Location.....Hill Arcade Bldg.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio and SESAC
Representative.....Sears & Ayer

Personnel

General Manager.....Klaus Nordgren
Sales-Commercial Manager..Kenneth Schliefer
Publicity Director.....Jack Lawrence
Chief Engineer.....R. K. Pratt

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WEBQ

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harrisburg Broadcasting Company
Address.....100 East Poplar St.
Phone Number.....28
Transmitter Location.....100 East Poplar St.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP
Representative.....Howard H. Wilson & Co.

Personnel

Station Manager.....I. M. Taylor
Program-Musical Director..Wanda Ruth Owen
Production Manager-Publicity Director .....Eddie Wise
Chief Engineer.....Joseph R. Tate
Sales Promotion Mgr.....Kenneth E. Hamilton

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WJPF

HERRIN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Address.....P. O. Box 179
Phone Number.....382 and 383
Transmitter Location.....Herrin
Time on the Air.....6 a.m. to 10:15 p.m.
News Service.....UP
Transcription Service...World and M. M. Cole

Personnel

President.....Orville W. Lyerla
Station and Commercial Manager..Charles R. Cook
Production Manager.....Betty Kinler
Chief Engineer.....Marian F. Sawyer

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WLDS

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1180 Kc.....Power: 250 Watts
Owned-Operated By.....Stephenson, Edge & Korsmeyer
Address .....Fox-Illinois Theater Bldg.
Phone Number.....1180
Transmitter Location.....1½ miles east of Jacksonville
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....Standard Radio

Personnel

General Manager .....E. J. Korsmeyer
Program Director.....La Fern Coultas
Chief Engineer.....C. J. Cassens

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WJOL

JOLIET—EST. 1926

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Joliet Broadcasting Co.
Address.....601 Walnut St., Joliet & 362 E. Court St., Kankakee, Ill.
Phone Number 4761
Transmitter Location....601 Walnut St., Joliet
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....World Library

Personnel

President-General Manager.....R. L. Bowles
Program Director.....Marcia Mitchell
Chief Engineer.....Lester DeCosta

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(Call Letters to Be Assigned)

PEKIN*

Frequency: 1140 kc.....Power: 250 D.
Owned-Operated By...Pekin Broadcasting Co.
Address .....Pekin, Illinois
..*Construction Permit

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WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....Peoria Broadcasting Company
Address.....200 Alliance Life Bldg.
Phone Number.....7133
Transmitter Location.....Highway No. 29, halfway between Peoria and Pekin
Time on the Air.....19½ hours daily; 18 hours Sunday
News Service.....UP & AP
Transcription Service.....World Broadcasting System and NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
Vice-President.....Charles C. Caley
Commercial Manager.....Joe Raber
Promotion Manager.....Vernon A. Nolte
Chief Engineer.....Ted A. Giles

WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By...Lee Broadcasting, Inc.
Address.....W.C.U. Bldg., 510 Main St.
Phone Number.....6200
Transmitter Location.....Quincy Gardens
Time on the Air.....5:45 a.m. thru 12:05 a.m.; Sunday, 6:30 a.m. to 12:05 a.m.
News Service.....AP; UP
Newspaper Affiliation....Mason City Globe Gazette
Transcription Service .....Standard
Representative.....The Katz Agency

Personnel

President .....Lee Loomis
General Manager.....Walter J. Rothschild
Local Sales Manager.....Bill Burghart
Program Director.....C. Arthur Fifer
Promotion-Publicity.....Jean Verheyen
Production Manager.....Dick Faler
Chief Announcer.....Dick Faler
Musical Director.....Jean Fessler
Chief Engineer.....Urlin Whitman
Record M. C.....Hal Barton

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WROK

ROCKFORD—EST. 1923

ABC

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
Owned-Operated By....Rockford Broadcasters, Inc.
Address.....News Tower
Phone Number.....Main 5632
Transmitter Location.....Kilburn Ave. Rd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
News Service.....UP
Transcription Service .....World
Representative.....Headley-Reed Co.

Personnel

President-Owner.....Albert G. Simms
General Manager.....Walter Koessler
Comm. Manager.....John J. Dixon
Program Director.....Morey Owens
Promotion Director.....Wm. R. Traum
Chief Engineer.....Maurice H. Nelson, W. A. Smith, FM and Tele

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WHBF

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Rock Island Broadcasting Co.
Business Address.....1800 Third Ave.
Phone Number ...r.....918
Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline
Transmitter Location.....23rd Ave. and 52 St., Moline, Ill.
Time on the Air.....6 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
Newspaper Affiliation..The Rock Island Argus
News Service.....AP, UP
Transcription Service.....Standard Radio, NBC Thesaurus, Cole
Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
Station Manager.....L. C. Johnson
Sales Manager .....Maurice Corken
Program Director.....Ted F. Arnold
Production Manager.....Forest W. Cooke
Chief Engineer.....Robert J. Sinnett

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WCBS

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....WCBS, Inc.
Address.....523 E. Capital
Phone Number.....9855

WROK

THE *Only* STATION IN
ROCKFORD, ILLINOIS

1000 WATTS
AMERICAN NETWORK

NATL. REP.:
HEADLEY-REED CO.

Transmitter Location.....2200 S. 6th
Time on the Air.....18 hrs. daily
Newspaper Affiliation ....Illinois State Journal
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

President and Chief
Engineer .....Harold L. Dewing
Station Manager-Sales
Promotion Manager.....C. W. Neeld
Local Sales Manager.....F. A. Harbauer
Musical Director.....John C. Geil

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WTAX

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....WTAX, Inc.
Business Address.....202 Reisch Bldg.
Phone Number.....2-4441
Studio Address.....202 Reisch Bldg.
Transmitter Location.....117-119 S. 5th St.
Time on the Air.....18 hours, 5 min. daily;
17 hours, 5 min. Sunday
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Weed & Co.

Personnel

President and Manager.....Jay A. Johnson
Program Director.....Gladys McGrew
Chief Engineer .....Eli Swaringen
Sales Manager.....Jay A. Johnson
Merchandising Manager.....Clarence Evans
Musical Director.....Betty Cole

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WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WDZ Broadcasting
Company
Address.....101½ N. Main St.
Phone Number.....431
Transmitter Location.....Intersection of U. S.
Highways 36 and 45
Time on the Air.....Sunrise to local sunset
News Service .....UP
Transcription Service.....World, Texas
Ranger Library
Representative.....Howard H. Wilson Co.

Personnel

President.....Edgar L. Bill
General Manager.....Ralph L. Stufflebam
Sales Promotion.....Robert E. Koehnemann
Chief Engineer.....T. A. Giles

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WILL

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
Owned-Operated By.....University of Illinois
Business Address.....1010 S. Wright St.
Phone Number 7-2616
Studio Address .....1010 S. Wright St.
Transmitter Location.....1 mile south on First
St. Road, Champaign, Ill.
Time on the Air.....7:00 a.m. to local sunset
News Service.....AP
Transcription Service.....Thesaurus

Personnel

President.....A. C. Willard
General Manager.....Joseph F. Wright
Program Director.....Frank E. Schooley
Publicity Director.....Art Wildhagen
Musical Director.....Kenneth Cutler
Chief Engineer.....A. James Ebel
Production Manager.....George H. Sharp
Record M. C.....Phil Spradling

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

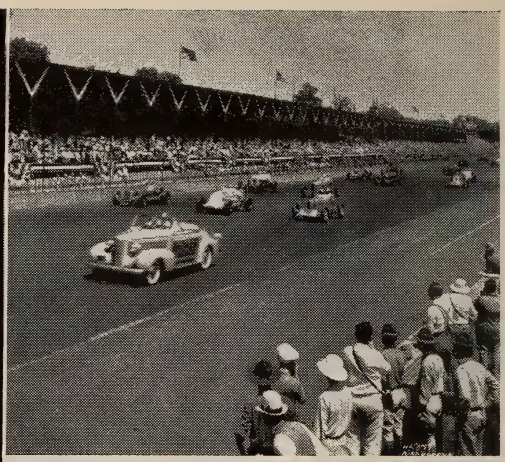
Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

DEAR TO THE HEART OF HOOSIERLAND



THE 500 MILE RACE

In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

SOLDIERS' AND SAILORS' MONUMENT

The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

WFBM—INDIANA'S *First* RADIO STATION

Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.

WFBM

CBS

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY THE KATZ AGENCY

INDIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WHBU

ANDERSON—EST. 1922

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Anderson Broadcasting Corp.
Business Address.....Citizens Bank Bldg.
Phone Number.....7791
Studio Address.....640 Citizens Bank Bldg.
Transmitter Location.....1110 Meridian St.
Time on the Air: 6:30 a.m. to midnight; 7:00 a.m. to midnight Sun.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Weed & Company

Personnel

President.....C. Bruce McConnell
General Managers.....R. E. Bausman, John R. Atkinson
Station Manager.....John R. Atkinson
Commercial Manager.....R. E. Bausman
Program Director.....E. R. Allen
Chief Engineer.....L. F. Podhaski

WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Evansville On The Air, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service .....World Broadcasting System and Standard
Representative ..... Weed & Co.

Personnel

President.....Alvin Q. Eades
Station Manager.....Clarence Leich
Commercial Manager.....Guy R. Crecelius
Program Director.....Mrs. Pat Roper
Publicity Director.....Mrs. Louise Chapman
Chief Announcer.....Fred Rollison
Chief Engineer.....Erwin P. Schoeny

WTRC

ELKHART—EST. 1931

NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Truth Publishing Co., Inc.
Address.....Hotel Elkhart
Phone Number.....948
Transmitter Location....Oakland Avenue and Mishawaka Road
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation....Elkhart Daily Truth
News Service .....UP
Transcription Service...World; Standard Radio
Representative.....Burn-Smith Company, Inc.

Personnel

President.....C. D. Greenleaf
General Manager.....Tom H. Keene
Station Manager.....R. R. Baker
Sales Promotion Manager.....B. B. Baker
Program Director.....Margaret Lantz
Chief Announcer.....Louis Glass
Chief Engineer.....Lester Zellmer

WGBF

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By .....Evansville On The Air, Inc.
Address .....519 Vine St.
Phone Number 2-1171
Transmitter Location .....Evansville
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service ....World Broadcasting System and Standard
Representative .....Weed & Co.

Personnel

President.....Alvin Q. Eades
Station Manager.....Clarence Leich
Commercial Manager.....Guy R. Crecelius
Program Director.....Mrs. Pat Roper
Publicity Director.....Mrs. Louise Chapman
Chief Announcer.....Fred Rollison
Chief Engineer.....Fay A. Gehres

WGL

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Farnsworth Television and Radio Corp.
Business Address.....201 W. Jefferson St.
Phone Number.....Eastbrook 3366
Transmitter Location.....Atop Keenan Hotel
Time on the Air.....6 a.m. to 12 midnight, Sundays 7 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard Radio, Thesaurus
Representative .....Headley-Reed

Personnel

President.....E. A. Nichols
Station Manager.....Frank V. Webb
Commercial Manager.....William R. Aldrich
Sales Promotion Manager-Publicity Director .....Norman C. Widenhofer
Program Director.....James D. Westover
Production Manager.....Rosemary Stanger
Chief Announcer.....Paul Havens
Musical Director.....James Westover
Chief Engineer.....Howard Beck

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WOWO

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....925 So. Harrison St.
Phone Number.....A-2136
Transmitter Location.....Routes 2 and 6, Lincoln Highway West
Time on the Air.....5 a.m. to 1 a.m.; Sunday, 7 a.m. to 12 midnight
News Service.....UP
Transcription Services....World Broadcasting
Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
General Manager.....Paul E. Mills
Commercial Manager.....H. D. Longsworth
Production Program Director..Carl Vandagrift
Publicity Director.....Roger Vornholt
Sales Promotion.....Hilda C Woehrmeyer
Farm Program Director.....Jay Gould
Chief Announcer.....J. Howard Ackley
Musical Director .....Guy Fitzsimmons
Chief Engineer .....Bruce Ratts

WJOB

HAMMOND—EST. 1928

HOOSIER BROADCASTING NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By... Adair-Richardson-Adair
Address.....449 State St.
Phone Number.....Hammond 10,000
Transmitter Location.....449 State St.
Time on the Air.....7 a.m. to 12 midnight
News Service..... UP
Transcription Service .....Associated
Representative....Joseph Hershey McGillvra, Inc.

Personnel

General Manager.....O. E. Richardson
Commercial Manager.....Robert C. Adair
Sales Promotion Manager.....Stanley Davis
Chief Announcer and Program Director.....Sam Weller
Production Manager.....R. C. Adair
Publicity Director.....Stanley Davis
Musical Director.....J. Gibbs Spring
Chief Engineer .....Stanley Strasburg

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WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Address ..... 48 Monument Circle
Phone Number.....LIncoln 8506
Transmitter Location.....2 miles northeast of Millersville, Indiana
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music Publishers
Representative.....The Katz Agency

Personnel

President .....H. M. Bitner, Sr.
Station Manager.....Frank O. Sharp
Commercial Manager....William F. Kiley, Jr.
Sales Promotion Mgr.....Edward Schneider
Chief Announcer.....Lyell Ludwig
Program Director.....Mrs. Jean Bitner
Publicity Director.....Norman Travis
Musical Director.....Walter H. Reuleaux
Chief Engineer.....Harold Holland
Record M. C.....Paul K. Roberts

(See Page 388)

WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc....Power: 5000 d.; 1000 n.
Owned By.....Indiana Broadcasting Corp.
Operated By.....The Indianapolis News
Address .....30 32 W. Washington St.
Phone Number.....Li 2305
Transmitter Location..... New Augusta, Ind.
Time on the Air.....5 a.m. to 1 a.m. daily; Sunday, 7 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....John Blair & Co.

Personnel

President.....C. Walter McCarty
General Manager.....George C. Biggar
Commercial Manager.....J. J. Flanigan
Sales-Promotion Manager....Samuel R. White
Merchandising Manager.....W. A. Spencer
Program Director.....Ed Mason
Production Manager.....Bradford DeMarcus
Publicity Director.....Norm Perry, Jr.
Chief Announcer.....Everett Howard
Musical Director.....Walter Jackson
Chief Engineer.....Harry S. Adams

WISH

INDIANAPOLIS—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting Corporation
Address .....Board of Trade Building
Phone Number.....Market 6345
Transmitter Location....Post Road and Rawls Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service..... AP
Transcription Service.....Standard Radio
Representative .....Free & Peters, Inc.

Personnel

President-Gen. Manager...C. Bruce McConnell
Station-Commercial Mgr....Robert E. Bausman
Program Director.....Reid Chapman
Production-Chief Announcer...Wm. Frosch, Jr.
Record M. C.....Jack Morrow
Musical Director.....James H. Boyer
Chief Engineer.....Stokes Gresham, Jr.
Sales Promotion Mgr....Robert B. McConnell

WIBC

The Indianapolis News Station

★ C. WALTER McCARTY, *President*
GEORGE C. BIGGAR, *General Manager*

● Owned and operated by *The Indianapolis News* . . . one of America's Great Newspapers . . . and dedicated to the public interest.

Music, drama, fun; news, commentaries, and discussions of public interest; education and religion; special events . . . all of these are woven into a program schedule that appeals to all Indiana . . . all the time . . . as reflected in rising Hoopers and a fast increasing number of advertisers.

5 A.M. to 1 A.M. every day . . . (7 A.M. to 1 A.M. on Sundays) . . . WIBC sends out a clear signal on 1070 kilocycles that can be heard all over Indiana.

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS **WIBC**

MUTUAL OUTLET IN INDIANAPOLIS

WANT A
CHOICE
PROGRAM?

—OR A
GOOD
SPOT?

—NEED A
'LIVE WIRE
PERSONALITY?

—THEN IT'S
WIRE

WIRE

BASIC NBC · 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK · CHICAGO · KANSAS CITY

AFFILIATED WITH
THE INDIANAPOLIS STAR

WIRE

INDIANAPOLIS—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By ....Indianapolis Broadcasting, Inc.
Address .....Claypool Hotel
Phone Number.....Riley 1541
Transmitter Location.....44th & Knollton Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service....World Broadcasting, Thesaurus
Representative.....John E. Pearson Co.

Personnel

President & Gen. Mgr.....Eugene C. Pulliam
Commercial Manager.....Rex Schepp
Program Director.....Bill Dean
Musical Director.....Harry Bason
Chief Engineer.....Eugene E. Alden

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WKMO

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Kokomo Broadcasting Co.
Address .....College Bldg.
Phone Number 5171-5172
Transmitter Location.....Morgan & Ohio Sts.
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service.....UP
Representative.....Howard Wilson Company

Personnel

President.....Dr. R. Spencer Taylor
General and Sales Mgr.....John Carl Jeffrey
Program Director.....Ward Charles Glenn
Chief Engineer .....George Palmer

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WASK

LAFAYETTE—EST. 1942

MISSISSIPPI VALLEY NETWORK
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WFAM, Inc.
Business Address.....Wallace Bldg.
Studio Address.....Wallace Bldg.
Phone Number.....Lafayette 4300
Transmitter Location..... No. River Road, West Lafayette
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting System
National Representative.....Joseph Hershey McGilvra

Personnel

President.....O. E. Richardson
Station and Sales Manager....J. Gibbs Spring
Program Director.....Bayne Spring
Chief Announcer.....William Warren, Sr.
Chief Engineer .....Harry C. Garba

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WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Business Address.....WLBC, Muncie
Phone Number..... 4403
Transmitter Location: Radio Center, U. S. Highway No. 35, So. of Muncie
Time on the Air.....6:30 a.m. to 12:10 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative.....Hal Holman, Chicago; The Walker Co., New York

Personnel

Owner-Station Manager.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Program-Musical Director.....June Johnson
Chief Engineer..... Maurice Crain

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WKBV

RICHMOND—EST. 1926

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By, Central Broadcasting Corp.
Address.....25 S. 9th St.
Phone Number 1156
Transmitter Location .....Richmond
Time on the Air.....7 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service.....World, Standard
Representative.....William G. Rambeau Co.

Personnel

President.....J. Robert Quigg
General Manager.....G. F. Albright
Commercial-Sales Promotion Manager.....R. L. Nusbaum
Program Director-Production Manager .....Marie Robbins
Chief Engineer.....Louis Dunning

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WHOT

SOUTH BEND—EST. 1944

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: South Bend Broadcasting Corp.
Business Address.....St. Joseph & Monroe Sts.

Phone Number 3-4155
Studio Address and Transmitter Location: St. Joseph and Monroe Sts.
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service.....World and Standard
Representative.....Weed and Company

Personnel

President.....C. Bruce McConnell
General Manager.....Robert E. Bausman
Station Manager.....Ford Billings
Commercial Manager.....Charles W. Hines
Sales Promotion Manager-Publicity .. ..
Director .....Dan Richardson
Program Director-Production
Manager.....Harold M. Cook
Musical Director.....Violet Joy
Chief Engineer.....Jack E. Wilson

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WSBT

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.
Phone Number..... 3-6161
Transmitter Location: 5 miles south of South Bend on Ironwood Road
Time on the Air.....6 a.m. to midnight; Sundays, 8 a.m. to 11:15 p.m.
Newspaper Affiliation....South Bend Tribune
News Service..... UP
Transcription Service..Lang-Worth; Associated and Standard
Representative..... Paul H. Raymer Co.

Personnel

President .....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Program Director.....Marc Boyden
Chief Announcer.....Morton L. Linder
Publicity Director.....Neal B. Welch
Musical Director.....Harlan Hogan
Chief Engineer.....H. G. Cole

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WBOW

TERRE HAUTE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Banks of the Wabash, Inc.
Operated By.....Banks of the Wabash, Inc.
Address .....303 South Sixth Street
Phone Number.....Crawford 5034
Transmitter.....First St. and Peyton Ave.
Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday
Newspaper Affiliation.....Saturday Spectator
News Service .....UP-AP
Transcription Service.....Standard, World
Representative..... Weed & Company

Personnel

President .....Alvin Eades
Gen.-Com. Manager.....George M. Jackson
Sales Promotion.....Aline Arnold
Chief Engineer.....Don Aldrich

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WAOV

VINCENNES—EST. 1940

MUTUAL
MISSISSIPPI VALLEY NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ..Vincennes Newspapers, Inc.
Studio Address.....Grand Hotel
Business Address.....320 Busseron St.
Phone Number..... 787-788
Transmitter Location: US 41, north of Vincennes
Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays
Newspaper Affiliation .....Vincennes Sun-Commercial
News Service..... UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
General Manager.....Howard N. Greenlee
Station Manager-Sales
Promotion Manager.....Victor H. Lund
Commercial Manager.....Richard B. Harris
Publicity Director.....Gene Allison
Chief Announcer.....Edward Raasch
Chief Engineer.....Eugene E. Alden

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WBAA

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Purdue University
Address.....Hall of Music, West Lafayette
Phone Number 92-2128
Transmitter Location.....6 miles south of Lafayette
Time on the Air.....9 a.m. to 9 p.m.
News Service..... AP
Transcription Service.....Standard Radio and Thesaurus

Personnel

President .....Frederick Hovde
Station Manager.....J. W. Ditamore
Program Director.....Jim Miles
Production Manager.....John Henderson
Publicity Director.....Phil Wygant
Chief Announcer.....John DeCamp
Musical Director.....Jo Hamiford
Record M. C.....George Yack
Chief Engineer.....Robert King

IOWA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WOI*

AMES—EST. 1921 (9YI)

ABC

Frequency: 640 Kc....Power: 5000 Watts Day
Owned By.....Iowa State College
Operated By.....Iowa State College
Address .....Ames, Iowa
Phone Number .....2500; Extension 281
Transmitter Location .....Service Building
Time on the Air.....6 a.m. to local sunset
News Service.....AP
Transcription Service .....World and Standard

Personnel

President (of Iowa State College): Charles E. Friley
Station Director.....W. I. Griffiths
Program Director and Station Manager.....Richard B. Hull
Production Manager.....Edward Wegener
Publicity Director.....Alfred T. Mitchell
Chief Announcer.....Richard Vogl
Musical Director .....Edward Wegener
Chief Engineer .....L. L. Lewis
Record M. C.....William Merrill

*(Non-Commercial Station).

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KFGQ*

BOONE—EST. 1927

Frequency: 1260 Kc. .....Power: 250 Watts
Owned-Operated By..Boone Biblical College
Business Address....924 West Second Street
Phone Number 1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License

*(Non-Commercial Station)

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KBUR

BURLINGTON—EST. 1941

AMERICAN BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Burlington Broadcasting Co.
Address.....National Bank Bldg.
Phone Numbers.....680; 681
Transmitter Location.....National Bank Bldg.
Time on the Air.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World, Cole
Representative.....William G. Rambeau Co.

Personnel

President-General Manager..G. B. McDermott
Commercial Manager..George B. J. Adkisson
Sales Promotion Mgr.....G. B. McDermott
Program Director.....Lucile Weinrich
Chief Engineer.....John Gallino

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WMT

CEDAR RAPIDS, WATERLOO—EST. 1922

CBS—MBS
MID-STATES GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By: American Broadcasting Stations, Inc.
Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)
Transmitter Location.....Marion, Iowa
Time on the Air.....5:30 a.m. to 12:05 a.m.; Sundays, 7:55 a.m. to 12:05 a.m.
News Services.....AP; UP
Transcription Service..Lang-Worth & Standard
Representative .....The Katz Agency

Personnel

Executive Vice-President.....William B. Dolph
General Manager.....William B. Quarton
Studio Manager.....V. A. L. Linder (Waterloo)
Commercial Manager.....Donald D. Sullivan
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager.....Robert Leefers
Publicity Director.....Leo F. Cole
Chief Engineer.....George P. Hixenbaugh
Record M. C.....Dean Landfear

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KROS

CLINTON—EST. 1941

MUTUAL—TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Broadcasting Corp.
Business Address.....Jacobsen Bldg.
Phone Number 448
Studio Address.....Jacobsen Bldg.
Transmitter Location.....Jacobsen Bldg.
Time on the Air.....Unlimited License

IN CENTRAL IOWA *KSO*
IS DOING A TERRIFIC JOB

Folks in our own backyard . . .
who know *which* Central Iowa station
is really delivering the goods . . .
choose KSO.
More than 147
Des Moines advertisers used KSO
last year . . . and it's hard to fool
your neighbors, especially when
they *know* what's going on here at KSO.

KSO

DES MOINES, IOWA 5000 Watts

Kingsley H. Murphy, Owner - - George J. Higgins, General Manager
Represented by Headley-Reed Co.

News Service..... UP
Transcription Service....Standard Radio, Cole
Representative...George Webber, Des Moines, Wm. Rambeau Co.

Personnel

President.....W. S. Jacobsen
General and Promotion Mgr....Morgan Sexton
Program Director.....Lucille DeLeers
Sales Manager.....Walter Jeich
Chief Engineer.....Gilbert Andrew

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W O C

DAVENPORT—EST. 1922

ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Broadcasting Company
Address.....1002 Brady Street
Phone Number 3-3661
Transmitter Location.....R. F. D. No. 1
Time on the Air: 18 hours daily; 16 hours (Sunday)
News Service.....UP, AP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President .....Col. B. J. Palmer
General Manager.....J. Buryl Lottridge
Commercial Manager.....L. O. Fitzgibbons
Sales Promotion and Publicity Manager .....Jane Boom
Program Director.....Marshall Dane
Chief Engineer.....Paul Arvidson

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K W L C *

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number..... 690
Studio Address.....C. K. Preus Gymnasium
Transmitter Location..C. K. Preus Gymnasium
Time on the Air ..Operating four hours daily for the duration

Personnel

President (of Luther College)..Dr. O. J. H. Preus
Station Manager and Program Director.....Kenneth L. Berger
Publicity Director.....Ruth Kaines
Musical Director.....Helen Trilhus
Chief Announcer .....Olive Sharpee
Chief Engineer and Production Manager.....O. M. Eittrim

*(Non-Commercial Station)

K R N T

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc. .....Power: 5000 Watts
Owned-Operated By: Cowles Broadcasting Company
Address.....715 Locust St.
Phone Number..... 3-2111
Transmitter Location.....S. E. 22nd & Park Ave.
Time on the Air: 6:00 a.m. to 12 midnight
Newspaper Affiliation..Des Moines Register and Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio, Associated
Representative .....The Katz Agency

Personnel

President .....Gardner Cowles, Jr.
General Manager.....Phil Hoffman
Commercial Manager.....Bob Dillon
Program Director.....Charles Miller
Production Manager.....George Cremeens
Record M. C's.....Gene Emerald, Myron J. Bennett
Sales Promotion Manager.....Robert Dillon
Publicity Director .....Mary Little
Chief Engineer.....Charles Quentin

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K S O

DES MOINES—EST. 1921

CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Kingsley H. Murphy
Address.....800 Old Colony Bldg.
Phone Number 3-0571
Transmitter Location.....S.E. 22nd & Park Avenue
Time on the Air....6 a.m. to 1 a.m., weekdays
News Service.....AP; UP
Transcription Service.....World, M. M. Cole
Representative .....Headley-Reed Co.

Personnel

President.....Kingsley H. Murphy
General Manager.....George J. Higgins
Sales Promotion Manager....Nancy M. Halsor
Program Director.....Edmund J. Linehan
Record M. C.....R. J. Nash
Chief Engineer.....F. E. Bartlett

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W H O

DES MOINES—EST. 1924

NBC & CORNBELT WIRELESS

Frequency: 1040 Kc.....Power: 50000 Watts
Owned-Operated By..Central Broadcasting Co.
Business Address.....914 Walnut St.
Phone Number.....3-7147

Transmitter Location.....Mitchellville, Iowa
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....INS, UP, AP
Transcription Services.....NBC Thesaurus; Lang-Worth, M. M. Cole
Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
Station Manager.....J. O. Maland
Sales Manager.....E. H. Bondurant

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KDTH

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
Owned By.....Telegraph-Herald
Operated By.....Telegraph Herald
Address.....8th and Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque, Ill.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Telegraph-Herald
News Service.....AP
Representative.....William G. Rambeau

Personnel

General Manager.....K. S. Gordon
Commercial Manager.....Robert S. Graham
Sales Promotion Manager..Gordon K. Downey
Program Director.....Arnie Stierman
Musical Director.....Jerry Chandler
Chief Engineer.....Charles Cain

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WKBB

DUBUQUE—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Broadcasting Co.
Address.....Hotel Julien
Phone Number.....572
Transmitter Location...R. R. No.2, Dubuque, Iowa
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World
Representative.....Howard H. Wilson Co.

Personnel

Vice President and Station Manager.....James D. Carpenter
Local Sales Manager....Harry Hatzenbuehler
Program Director.....Jeanne F. Wiedner
Chief Announcer and Production Manager.....L. Vaughn Gayman
Musical Director.....Samuel Ham
Publicity Director.....L. Vaughn Gayman
Record M. C.....Robert Gilliam
Chief Engineer.....Leonard Carlson

KVFD

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM
NCBS AND IOWA TALL CORN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Northwest Broadcasting Co.
Operated By.....Edward Breen, President & General Manager
Address.....Warden Bldg., Fort Dodge
Phone Number.....Walnut 3761-2-3
Transmitter Location..S.W. of Ft. Dodge, 1 mile
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Cole
Representative.....Burn-Smith and William G. Rambeau

Personnel

President.....Edward Breen
Sales Manager.....Jon Shafer
Merchandising Manager-Publicity Manager.....Kenneth Peterson
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

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WSUI*

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of Iowa
Address.....Iowa City
Phone Number.....2111-237
Transmitter Location.....Iowa City
Time on the Air.....Unlimited
News Service.....AP

Personnel

Station Director.....Carl H. Menzer
Program Director.....Armon Bonney
Chief Engineer.....S. J. Ebert

*(Non-Commercial Station)

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KFJB

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK
MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Marshall Electric Company
Address.....1603 West Main Street
Phone Number.....3361
Transmitter Location: 2 miles northwest of Marshalltown
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....SESAC
Representative.....William G. Rambeau Co.

Personnel

Chief Executive.....Kenneth Durham
General Manager.....Warren J. Binkley
Commercial Manager.....Theodore M. Silva
Program Director.....Charles T. Webb
Promotion Manager.....La Verne Koenig
Chief Engineer.....James A. Dickens

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KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Address.....12 2nd St., N.E.
Phone Number 2800
Transmitter Location.....Highway 18, west of Mason City
Time on the Air.....6 a.m. to 12 p.m.
News Service..... AP; UP
Transcription Service .....Standard
Representative ..... Weed & Co.

Personnel

President.....Lee P. Loomis
Station Manager.....F. C. Eighmey
Commercial Manager.....Herbert Ohrt
Sales Promotion.....Dominie Haynes
Program Director.....Merritt Milligan
Publicity Director.....Charles Hilton
Chief Engineer.....Roger Sawyer

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KBIZ

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....117 E. Main St.
Phone Number.....5600
Transmitter Location.....Community Gardens
Time on the Air.....6:00 a.m. to midnight
News Service.....UP
Transcription Service .....World

Personnel

President-Owner.....James J. Conroy
Sales Manager.....Eleanor M. Haling
Program Director.....Gene Milner
Publicity Director.....Dorothy Lindley
Chief Engineer.....J. C. Haley

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KFNF

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....KFNF, Inc.
Address.....405 Sycamore St.
Phone Number 1
Transmitter Location .....Shenandoah
Time on the Air: 6 a.m. to 3 p.m. and 6 p.m. to 12 mid., weekdays; 7 a.m.-3:30 p.m. & 6 p.m.-12 mid., Sundays
News Service.....AP
Transcription Service.....Standard Radio and World

Personnel

President.....Henry Field
General Manager.....John L. Nicolson
Station-Commercial Manager.....T. F. Stubbs
Musical Director.....Ermal Dilley
Chief Announcer.....Melvin Eyeberg
Chief Engineer.....Robert N. Barkman

•

KMA

SHENANDOAH—EST. 1925

ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....May Broadcasting Co.
Address.....N. Elm St.
Phone Number.....192
Transmitter Location.....Route 48
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Langworth
Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
General Manager.....Owen Saddler
Station & Commercial Mgr.....J. C. Rapp
Sales Manager.....Howard O. Peterson
Farm Service Director.....Merrill Langfitt
Sales Promotion.....Harriet Lingo
Program Director.....Terry Moss
Production Manager.....Hugh Aspinwall
Publicity Director.....Harriet Lingo
Musical Director.....Mabel McFarland
War Program Director.....Owen Saddler
Chief Engineer.....Ray Schroeder

•

KSCJ

SIOUX CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Address.....415 Douglas Street
Phone Number.....5-7993
Transmitter Location.....N.W., 7 miles on Highway 75
Time on the Air.....6 a.m. to 12 midnight
News Service..... AP
Newspaper Affiliation .....Journal-Tribune
Transcription Service.....C. P. MacGregor and World
Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William R. Perkins
General Manager.....Eugene T. Flaherty
Sales Manager.....Eugene T. Flaherty
Program Director.....Elizabeth Sammons
Publicity-Sales Promotion.....Jean Harraday
Production-Chief Announcer..Lawrence E. Coke
Musical Director.....Berniece Ewing
Chief Engineer.....Stephen S. Dier

KXEL
Represented by John Blair & Company
50,000 WATTS
CLEAR CHANNEL BASIC AMERICAN
JOSH HIGGINS BROADCASTING CO.
WATERLOO, IOWA

KTRI

SIOUX CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Sioux City Broadcasting Company
Business Address.....Commerce Building
Phone Number.....8-0165
Transmitter Location.....Commerce Building
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service...Associated Music Publishers
Representative.....Wm. Rambeau Co.

Personnel

President-General Manager.....Dietrich Dirks
Commercial Manager.....Dietrich Dirks
Program Director.....Al Triggs
Production Manager.....Andre Wilson
Publicity Director.....Mary Lou Sheer
Chief Announcer.....Frederic Taylor
Sales Promotion.....Buzz Hassett
Record M. C.....Buzz Hassett
Musical Director.....Bernie Mahr
Chief Engineer.....Will Easterly

KICD

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Iowa Great Lakes Broadcasting Co.
Operated By.....Ben B. Sanders
Address.....P. O. Box 631, Spencer
Phone Number 45
Transmitter Location.....North of Spencer on Highways 18 and 71
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service .....AP
Transcription Service....Lang-Worth, Standard and Cole
National Representative...George W. Webber

Personnel

President-General Manager...Ben B. Sanders
Sales-Commercial Manager....Staton A. Dixon
Sales Promotion-Merchandising Manager.....Staton A. Dixon
Program Director-Record M. C..Staton A. Dixon
Production Manager.....Staton A. Dixon
Publicity Director.....John A. Howe
Chief Announcer-Musical Director .....Wayne Ross
Chief Engineer.....Burney B. Jones

KXEL

WATERLOO—EST. 1942

ABC

Frequency: 1540 Kc.....Power: 50000 Watts
Owned-Operated By.....Josh Higgins Broadcasting Co.
Address .....Insurance Bldg.
Phone Number.....3371
Transmitter Location.....Dysart
Time on the Air.....5 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
National Representative.....John Blair & Co.

Personnel

President-General Manager.....Joe Du Mond
Commercial Manager.....A. J. Du Mond
Sales Promotion and Publicity Director .....E. M. Gahre
Program Director.....E. M. Owen
Production Manager.....Emlyn Owen
Musical Director .....George Timm
Chief Engineer.....Don Kassner
Record M. C.....Herb James

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

FAITHFULLY SERVING AMERICAN AGRICULTURE

At its opening twenty years ago, WIBW was dedicated to the service of American agriculture . . . to farmers, stockmen, and small town residents whose livelihood revolved around the production and distribution of farm products.

Unwavering adherence to this policy has won us millions of staunch friends and eager listeners throughout Kansas and adjoining states. Because they appreciate our sincere services in their interests, they are quick to follow the purchasing suggestions of WIBW advertisers. Can *you* use such whole-hearted buying response?

WIBW IN TOPEKA "The Voice of Kansas"

BEN LUDY General Manager

COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KVAK

ATCHISON—EST. 1939

MUTUAL

Frequency: 1450 Kc.....Power 250 Watts
Owned By.....S. H. Patterson
Operated By.....S. H. Patterson
Address.....622 Commercial Street
Phone Number..... 1420
Transmitter Location .....Winthrop, Mo.
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Representative .....Dawn Peterson

Personnel

President-Owner.....S. H. Patterson
General Manager.....Jerry Akers
Station Manager-Merchandising Manager.....David G. Roberts
Commercial Manager.....Leslie D. Cox
Program Director.....Joseph Kilgore
Production Manager.....Allen Manefee
Chief Announcer.....Joseph Peck
Chief Engineer.....Thomas Vance

•

KGGF

COFFEYVILLE—EST. 1930

ABC

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location..South Coffeyville, Okla.
Time on Air.....Sundays, 7 a.m.-11 p.m.; Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service...NBC Thesaurus, World
Representative.....Weed & Co.

Personnel

Owner.....Hugh J. Powell
Station Manager.....Bert H. Powell
Commercial-Sales Promotion Manager .....Ed Spoonamore
Program Director.....Ozzie Osborne
Chief Engineer.....J. Sarto Jaminet

•

KGNO

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broadcasting Co.
Address.....705 Second Avenue
Phone Number.....1100
Transmitter Location.....West Park Rd.
Time on the Air.....Unlimited
Newspaper Affiliation.Dodge City Daily Globe
News Service.....AP
Transcription Service .....World
Representative.....Arthur H. Hagg and Associates

Personnel

President.....J. C. Denious
Manager.....N. C. Peterson
Sales Manager.....N. C. Peterson
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

•

KTSW

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcasting Co., Inc.
Address.....613 Merchant St.
Phone Number 153
Transmitter Location.....South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Services .....World

Personnel

President.....J. J. Hovorka
General Manager.....J. Nelson Rupard
Program Director .....Miriam Porter
Commercial Manager.....Wendell Elliott
Publicity-Sales Promotion..Burton D. Harrison
Production Manager.....Larry Cotton
Chief Engineer.....Paul H. Daniels

•

KIUL

GARDEN CITY—EST. 1935

MUTUAL
KANSAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....F. D. Conrad
Business Address.....509 N. Main
Phone Number.....666
Studio Address .....509 N. Main
Transmitter Location .....Northwest of Garden City

For BUYING POWER *that pays off in* SALES, *Look to* GREATER KANSAS CITY

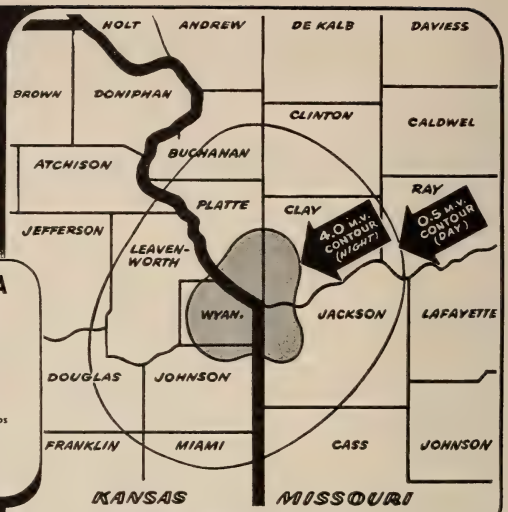
GREATER KANSAS CITY MARKET DATA

Counties and Important Cities	O.P.A. Civilian Pop. 2-15-44	Effective Buying Income
Jackson (Mo.)	485,900	$776,365,000
Kansas City	431,700	705,330,000
Wyandotte (Ks.)	144,500	196,114,000
Kansas City	135,000	182,250,000
Johnson (Ks.)	40,200	26,739,000

	Total Retail Sales	Homes With Radios
Jackson (Mo.)	$380,370,000	133,067
Kansas City	364,500,000	112,945
Wyandotte (Ks.)	78,040,000	36,676
Kansas City	74,443,000	31,163
Johnson (Ks.)	11,880,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945

(Reprinted with Permission)



KCKN's MARKET COVERAGE

And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like—day and night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without* the rate penalty of outstate coverage.

• Contact your nearest Capper office for availabilities.

KCKN *Kansas City*

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3064

Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....C. P. McGregor, Keystone Broadcasting System, SESAC, Cole
Representatives.....Cox & Tanz

Personnel

President.....F. D. Conard
Station and Commercial Manager.....Al Pyatt
Publicity Director.....Johnnie Melcum
Chief Announcer.....Ed Watts, Jr.
Program Director.....Ed Watts, Jr.
Chief Engineer.....Robert W. Snyder

•

KVGB

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KVGB, Inc.
Address.....2103 Forest Ave.
Phone Number.....1080
Transmitter Location.....South Great Bend
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson

Personnel

President.....R. C. Russell
Vice-President and General Manager.....Clem Morgan
Sales Promotion.....Perry Reed
Program Director.....Ray Beals
Chief Engineer.....Leo Legleiter

•

KWBW

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Wm. Wyse & Stanley Marsh
Operated By...The Nation's Center Broadcasting Co.
Address.....101 East Avenue A
Phone Number.....5202
Transmitter Location.....Hutchinson
Time on the Air.....Unlimited Time
News Service.....UP, AP
Transcription Service....Lang-Worth, Standard

Personnel

President and General Manager.....William Wyse
Commercial Manager.....Vernon Minor
Chief Engineer.....Millard Clary

KCKN

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

MUTUAL BROADCASTING SYSTEM

(After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The KCKN Broadcasting Company
Address.....300 Waltower Bldg.
Phone Number.....Victor 3964
Transmitter Location.....901 North 8th St.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.The Kansas City Kansan
News Service.....AP & UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Capper Publications

Personnel

President.....Arthur Capper
General Manager.....Ben Ludy
Station Manager.....Ellis Atteberry
Sales-Commercial Manager.....Joe Story
Production Manager.....George Stump
Musical Director.....Milan Mahale
Chief Engineer.....Max Williams

WILLIAM WYSE, President, KWBW

•

KWBW
HUTCHINSON
Serves 456,151
People in Central
KANSAS

•

An NBC Affiliate

KFKU*

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....University of Kansas
Address ..... Lawrence
Phone Number .....K. V. Exchange
Transmitter Location .....Tonganoxie, Kans.
Time on the Air.....Shares time with WREN
News Service .....INS

Personnel

Station Manager .....Harold G. Ingham
Chief Engineer .....R. P. Stringham
*(Non-Commercial Station)

•

WREN

LAWRENCE—EST. 1926

ABC

Frequency: 1250 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....WREN Broadcasting Co. Inc.
Address.....WREN Bldg.
Phone Number.....110
Transmitter Location.....Between Lawrence, Kans., & Kansas City, Mo.
Time on the Air.....121 hours per week
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

President .....R. C. Jackman
General Manager .....Verl Bratton
Chief Engineer.....Carl Bliesner

•

KSAC*

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Kansas State College
Address.....College Campus
Transmitter Location.....College Campus
Time on the Air.....Shares time

Personnel

President.....Milton E. Eisenhower
Dean of Division of Extension....H. Umberger
Extension Editor.....Lisle Longsdorf
Chief Engineer.....Bernard Holbert
*(Non-Commercial Station)

KOAM

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc....Power: 1000 Watts, Day
Owned-Operated By.....The Pittsburg Broadcasting Company, Inc.
Address.....Commerce Building
Phone Number.....2165
Transmitter Location.....Pittsburg, Kans.
Time on the Air.....Daytime License
News Service.....INS
Transcription Service.....World Broadcasting
Representative.....John E. Pearson Co.

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Chief Engineer .....Leo Stafford

•

KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.
Address .....Journal Bldg.
Phone Number 100
Transmitter Location.....State Street Rd.
Time on the Air.....18 hours daily, Sunday, 17 hours
News Service.....AP
Transcription Service.....NBC Thesaurus, SESAC, Standard
Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
Station and Commercial Manager.....Ray Y. Jenser
Musical Director.....Barbara Lewton
Program Director.....Grover C. Cobb, Jr.
Chief Engineer.....N. E. Vance, Jr

•

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Capper Publications, Inc.
Business Address.....1035 Topeka Ave.
Phone 3-2377

Studio Address.....1035 Topeka Ave.
Transmitter Location....Seven miles west of Topeka
Time on the Air.....Shares Time
Newspaper Affiliation....Capper Publications, Inc.
News Service.....UP, AP
Transcription Service.....Standard Radio ..and Lang-Worth
Representative.....Capper Publications, Inc.

Personnel

President.....H. S. Blake
General Manager.....Ben Ludy
Publicity Director.....Bob McClure
Program Director-Production Manager.....Mrs. Maude Carlson
Chief Engineer.....K. G. Marquardt

(See Page 402)

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KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM
Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By.....The Radio Station KFH Company, Inc.
Address.....York Eite Building
Phone Number.....2-4491
Transmitter Location.....RFD No. 3, Wichita, Kansas
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....Wichita Eagle
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Edward Petry & Company

Personnel

President .....John Rigby
Vice-President-General Mgr....M. M. Murdock
Business Manager.....P. S. Clark
National Sales & Promotion Manager, Clark A. Luther
Chief Announcer .....Dave Wilson
Program Director.....Vernon E. Reed
Production Manager.....John Speer
Musical Director.....Wayne Euchner
Chief Engineer.....Amos C. Dadisman

"THE CLIFF EDWARDS SHOW"

An extensive library of all-time, all-American musical favorites that are strictly "in the groove" . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

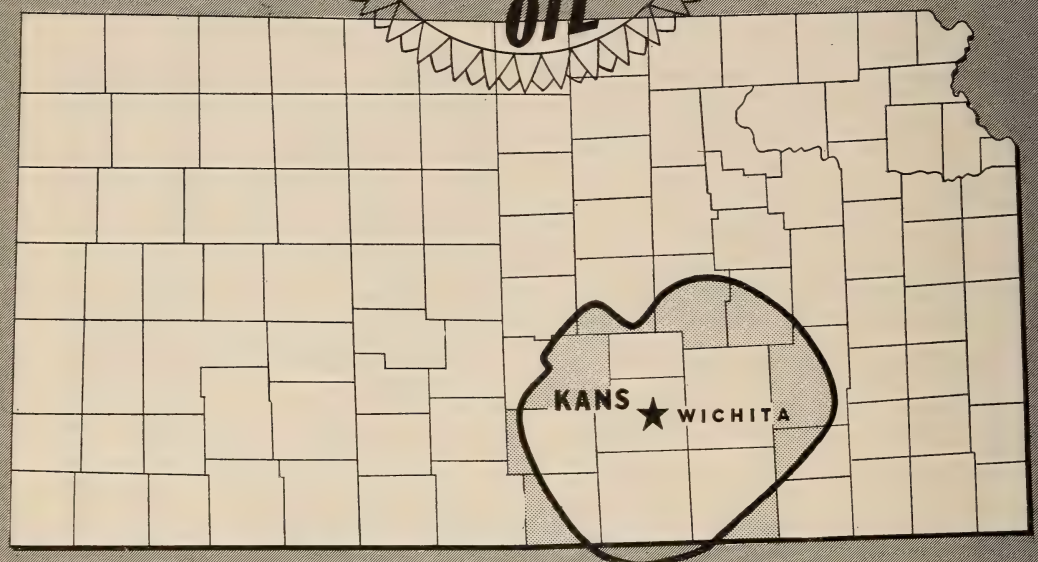
AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Get Your Share Of

KANSAS WHEAT INDUSTRIAL CATTLE OIL MONEY



KANS-WICHITA

The NBC Station in KANSAS' No. 1 Market

General Information:

KANS is owned by THE KANS BROADCASTING COMPANY (a corporation); Herb Hollister, President; Jack Todd, General Manager.

KANS operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.

KANS has been in operation since September, 1936.

KANS does a big local coverage job on all civic events including local sports.

Network Affiliations:

KANS is affiliated with the National Broadcasting Company

Program Facilities:

KANS maintains two transcription libraries — the NBC "Thesaurus" and Standard. **KANS** has both AP and UP news service day and night.

Hours on the Air:

6:30 A.M. to Midnight.

Merchandising Facilities:

Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly **KANS** merchandiser mailed to most retail outlets in Wichita.

REPRESENTED NATIONALLY BY HEADLY-REED CO.

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The KANS Broadcasting Co.
Address .....Wichita
Phone Number 4-2387
Transmitter Location .....Wichita
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service .....NBC Thesaurus; Standard
Representative .....Headley-Reed Co.

Personnel

President .....Herb Hollister
General Manager .....Jack Todd
Program Director.....Vic Rugh
Publicity .....Vic Rugh
Sales-Promotion Manager.....Jack Todd
Chief Engineer.....Ted Heithecker

KFBI

WICHITA—EST. 1923

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1070 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers Broadcasting Corporation
Address.....1st & Market Sts.
Phone Number.....2-1447
Transmitter Location.....42nd and Broadway
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS & UP
Transcription Service.....World, Cole
Representative.....George P. Hollingberry Co.

Personnel

President.....H. K. Lindsley
General Manager.....Robert K. Lindsley
Sales Promotion Manager.....D. W. McCoy
Chief Engineer.....K. W. Pyle
Sales-Publicity.....D. W. McCoy
Program Director.....C. T. Johnson
Musical Director.....F. E. Markwell

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

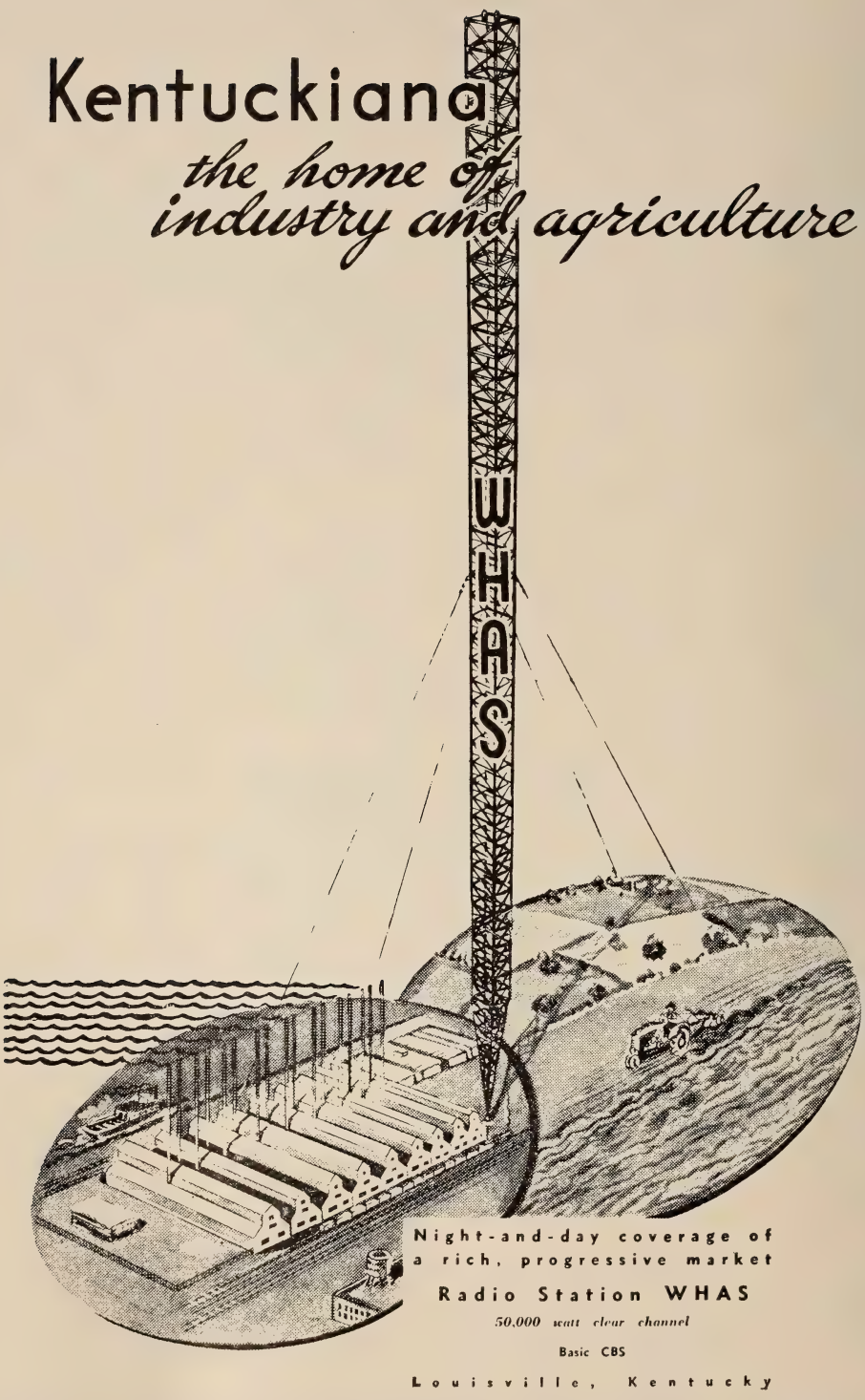
Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.


Kentuckiana
the home of
industry and agriculture
WHAS
Night-and-day coverage of
a rich, progressive market
Radio Station WHAS
50,000 watt clear channel
Basic CBS
Louisville, Kentucky

KENTUCKY

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WCMI

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Ashland Broadcasting Company
Address .....Box 949
Phone Number.....3010 (Ashland)
Studio Address..20th & Front Streets, Ashland, Ky.; 625 - 4th Ave., Huntington, West Va.
Transmitter Location.....48th and Ohio River, Ashland, Ky.
Time on the Air.....6:30 a.m. to 1:05 a.m., Weekdays; 7:45 a.m. to 1:05 a.m
News Service.....UP
Transcription Service.....NBC Thesaurus and Standard
Representative.....John E. Pearson Co.

Personnel

President.....Gilmore Nunn
Vice-President.....J. Lindsay Nunn
General Manager.....Joseph B. Matthews
Commercial Manager.....Joseph B. Matthews
Sales Promotion.....John D. Fell
Chief Engineer.....Clarence Weaver

WLBJ

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broadcasting Corp.
Address.....Fairview & Lehman Aves.
Phone Number 1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth, Cole
Representative.....Burn-Smith Co.

Personnel

President & Station Manager.....Ken D. Given
Sales Manager.....Ken D. Given
Promotion-Musical Director.....Helen Given
Production Manager.....Joe Hicks
Publicity Director.....Jaunita Britt
Chief Announcer.....Joe Hamilton
Program Director.....Joe Hamilton
Chief Engineer.....Joe Pentecost

WFKY*

FRANKFORT

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Frankfort Broadcasting Co.
Address.....317 Ann St.
Phone Number.....421
News Service.....AP

Personnel

President.....J. Sneed Yager
Gen.-Com. Manager.....Clarence H. Fleming
Program-Promotion Man.....Marshall L. Peace

*Construction Permit

WKAY*

GLASGOW

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By Glasgow Broadcasting Co.
Address.....213 S. Green St.

*Construction Permit

WHLN

HARLAN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Blanfox Radio Company, Incorporated
Address .....Main St.
Phone Number.....625
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP, AP
Transcription Service..Lang-Worth, Keystone
Representative.....Burn-Smith Co.

Personnel

Owner-General Manager.....R. B. Helms
Station Manager-Program-Publicity Director .....Stuart Odell
Commercial Manager.....C. E. Wilkehart
Chief Engineer.....J. Francke Fox

WSON

HENDERSON—EST. 1941

Frequency: 860 Kc.....Power: 500 Watts, Day
Owned-Operated By.....Henderson Broadcasting Co., Inc.
Address.....P. O. Box 418
Phone Number.....3923
Transmitter Location.....Zion Rd. Henderson
Time on the Air.....Local sunup to local sundown
News Service.....UP & AP
Transcription Service...NBC Thesaurus, Associated Music
Representative.....Sears & Ayer, Helen Wood

Personnel

President.....Pierce E. Lackey
General and Station Manager..Hecht S. Lackey

Sales Promotion-Merchandising Manager.....Hecht S. Lackey
Chief Engineer.....B. A. Smith

WHOP

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hopkinsville Broadcasting Co., Inc.
Phone Number.....1025, 1026
Business Address.....9th & Main
Transmitter Location.....Cadiz Road
Time on the Air.....6 a.m. to 11:05 p.m.; Sunday, 7a.m. to 11:05 p.m.
News Service.....UP & AP
Transcription Service.....World Broadcasting System, M. M. Cole
Representative.....Sears & Ayer, Helen Wood

Personnel

President.....Pierce E. Lackey
General and Commercial Manager.....F. Ernest Lackey
Merchandising Manager-Chief Announcer.....William T. Bullington
Program Director.....Bonnie Bessire
Production Manager.....Charles Stratton
Publicity Director.....Katherine Peden
Musical Director.....Charles Melton
Chief Engineer.....T. E. Brewer
Record M. C.....Leo Wilson

WLAP

LEXINGTON—EST. 1934

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Broadcasting Corp.
Address....Radio Bldg., Walnut and Short Sts.
Phone Numbers 1721-22-23-70
Transmitter Location.....Mason-Headley Road
Time on the Air.....5:45 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....John E. Pearson Co.

Personnel

President.....Gilmore N. Nunn
Station-Commercial Manager..Miller A. Welch
Program Director.....Doris Holtzclaw
Production Manager.....Henry Allin
Publicity Director.....Fred Augsburg
Chief Announcer.....Truman Morris
Musical Director.....Oscar Huff
Chief Engineer.....Sanford Helt

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Jeffersonville, Ind.
Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....INS, AP, & PA
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
Station Manager.....Nathan Lord
Commercial Manager.....James F. Cox
Program Director.....George C. Patterson
Publicity Director.....Elizabeth B. Sanders
Chief Announcer.....Burt Blackwell
Musical Director.....Earle Keller
Chief Engineer.....Wilbur Hudson

WGRC

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.. Northside Broadcasting Corp.
Business Address: Kentucky Home Life Bldg.; Louisville, Ky.
Phone .....Wabash 8871
Studio Addresses...Kentucky Home Life Bldg.
Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service..... Standard Radio; Lang-Worth
Representative.....The Walker Co.

Personnel

President and Commercial Mgr..J. Porter Smith
General Manager.....Charles L. Harris
Publicity-Sales Promotion.....Harry Hunter
Program Director.....Ward Hatcher
Production Manager.....W. S. Lukenbill
Chief Announcer.....Gerald R. Fordyce
Musical Director.....J. Bertram Harmon
Chief Engineer.....Perry Esten

WHAS

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location...R. R. No. 2, Anchorage, Kentucky
Time on the Air.....24 Hours Daily
Newspaper Affiliation....Courier-Journal and Louisville Times
News Service.....AP, UP

Transcription Service.....World, Standard
Representative.....Edward Petry & Company

Personnel

President .....Barry Bingham
General Manager.....W. Lee Coulson
Commercial Manager.....Joe Eaton
Program Director.....Richard E. Fischer
Promotion Manager.....J. M. Wynn
Program Co-Ordinator.....Ray Shannon
Religious Co-Ordinator.....C. E. Burns
Chief Announcer.....Paul Clark
Technical Director.....Orrin W. Towner

(See Page 410)

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WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Kentucky Broadcasting Corp.
Address.....10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number.....Wabash 5148
Transmitter Location.....On top Tyler Hotel
Time on the Air.....6 a.m. to 12 midnight; Sunday, 8 a.m. to 12 midnight
News Service.....AP
Transcription Service.....C. P. MacGregor & Standard
Representatives.....Broadcast Sales Co., Homer Griffith

Personnel

President.....Mrs. Nelle M. Kendrick
Station Manager.....Harry McTigue
Commercial Manager.....G. F. Bauer
Program Director.....M. K. McCarten
Traffic Manager.....Louise Hodapp
Continuity Director.....Nancy Russell
Chief Announcer.....Walter Murphy
Musical Director.....Claude Fraul
Record M. C.....Bill Moore
Chief Engineer.....E. G. Renn

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WOMI

OWENSBORO—EST. 1938

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Owensboro Broadcasting Co.
Address .....Owensboro
Phone Number.....420, 421
Transmitter Location.....Owensboro
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service.....Lang-Worth
News Service.....AP
Representative.....Burn-Smith Co.

Personnel

President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Commercial Manager.....Malcolm Greep
Sales Promotion Manager-Publicity Director.....Hugh O. Potter
Program Director-Production Manager .....Cliffordean Potter
Chief Engineer.....Leslie Goodaker

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WPAD

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.
Business Address.....Taylor Bldg., 4th and Broadway
Phone Numbers 4100-1-2
Studio Address.....Taylor Bldg.
Transmitter Location.....9th and Terrell
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....UP & AP
Representative.....Sears & Ayer

Personnel

President & General Mgr.....Pierce E. Lackey
Sales Manager.....W. Prewitt Lackey
Merchandising-Production Mgr.....Gene Peak
Program Director.....Evelyn Spier Carroll
Musical Director.....Lynn Wolff
Chief Engineer.....U. C. Morris

For the
BEST IN NEWS
for the
BEST IN PROGRAMS
BASED ON NEWS
AP!

LOUISIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KALB

ALEXANDRIA—EST. 1935

ABC
LOUISIANA NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Alexandria Broadcasting Co., Inc.
Address.....505½ Johnston St.
Phone Numbers 3335-6
Transmitter Location.....Wardville, La.
Time on the Air..6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:35 p.m.
News Service .....INS-AP
Transcription Service.....World
Representatives.....Weed & Co.

Personnel

President.....Walter H. Allen
General-Commercial Manager..E. R. Cappellini
Program Director.....Janet Baker Immler
Chief Announcer.....Ed Rand
Chief Engineer.....Jesse Sexton

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WJBO

BATON ROUGE—EST. 1934

AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Baton Rouge Broadcasting Co., Inc.
Address.....444 Florida St.
Phone Number.....5271-2
Transmitter Location.....Roosevelt Road
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....Baton Rouge State-Times, Baton Rouge Morning Advocate
News Service.....AP, UP
Transcription Service.....World Broadcasting, Standard
Representative..Geo. P. Hollingbery Company

Personnel

President.....Charles P. Manship, Jr.
General Manager.....J. R. Dabadie
Exec. V.-P.....H. Vernon Anderson
Commercial-Sales Manager.....T. E. Gibbens
Program Director.....Ralph H. Sims
Production Manager.....Robert H. Scearce
Chief Announcer.....Dolph Norton
Musical Director.....Joseph Scearce
Chief Engineer.....Donald K. Allan

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(Call Letters to Be Assigned)

BATON ROUGE*

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Address.....Baton Rouge, Louisiana

Personnel

Chief Executive.....Harry B. Nelson
General Manager.....Woodrow W. Hattic

*Construction Permit

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KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.
EVANGELINE GROUP AND
LOUISIANA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Evangeline Broadcasting Company, Inc.
Business Address.....519 Buchanan
Phone Numbers.....336, 2062, 2101
Studio Address.....519 Buchanan
Transmitter Location.....Scott Road
Time on the Air.....6:30 a.m. to 11:05 p.m.
Newspaper Affiliation.....Lafayette Daily Advertiser
News Service.....UP
Transcription Service.....World, MacGregor

Personnel

President.....Morgan Murphy
Station Manager.....Geo. H. Thomas
Commercial Manager.....B. H. Bailey, Jr.
Sales Promotion Manager.....Franck Lee
Program Director.....Franck Lee
Production Manager.....A. B. Craft, Jr.
Chief Announcer.....Al Theriot
Chief Engineer.....B. Hillman Bailey, Jr.

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KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Calcasieu Broadcasting Co.
Address.....P. O. Box 1521
Phone Number.....2713, 2714
Studio Address.....Majestic Hotel
Transmitter Location.....La Grange St.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service .....AP
Transcription Service .....World

Personnel

President.....T. B. Lanford
Station Manager.....David Wilson
Musical-Program Director..Anna Louise Clark
Chief Engineer.....Earl C. Moses
Production Manager.....Joe Campbell
Sales-Publicity Director.....Jerry Bozeman

Chief Announcer.....Pelham Mills
Record M. C.....Seaman A. Mayo

KMLB

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
C.P. 1440 Kc.....C.P. 1000 Watts
Owned-Operated By.....Liner's Broadcasting Station, Inc.
Address.....P. O. Box 1723
Phone Number.....4321
Studio Address.....Jackson & Harrison Sts.
Transmitter Location.....Millhaven Rd.
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....Standard Radio, Lang-Worth

Personnel

President.....J. C. Liner
General Manager.....J. C. Liner, Jr.
Sales Promotion Manager.....J. C. Liner, Jr.
Program Director.....Edward Peppers
Chief Engineer.....O. L. Morgan

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business Address.....Bernhardt Bldg.
Phone Number 912
Transmitter Location: 23rd St. Extension from Louisville Ave., Monroe, La.
Time on the Air....6 a.m. -12 midnight, daily; Sunday, 17 hours
Representative.Joseph Hershey McGillvra, Inc.

Personnel

Owner-President.....James A. Noe
Vice-Pres.-Gen. Mgr.....James E. Gordon
Station Manager.....Elaine C. Haas
Sales-Promotion Manager.....Ruth Surguine
Chief Engineer.....Edward R. Goodwin

(Call Letters to Be Assigned)

NEW IBERIA*

Frequency: 1240 kc.....Power: 250 Watts
Owned-Operated By
New Iberia Broadcasting Co.
Address.....New Iberia, Louisiana
*Construction Permit

WDSU

NEW ORLEANS—EST. 1923

ABC
LOUISIANA STATE NETWORK

WDSU *Offers . . .*

★ 5,000 Watts, Delivering 20,000 Watts, In The Populated Areas Of South Louisiana-Mississippi

★ Occupies A Central Dialing Position

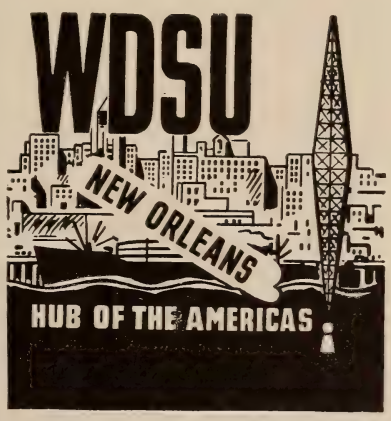
★ First in Daytime Listening (—Hooper)

★ Affiliated With the A B C Network

★ Emphasizes Local Programming!

★ Carries BOTH AP and UP News Service

★ New Orleans' ONLY 24-Hour Radio Station!



Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting Co.
Address .....Hotel Monteleone
Phone Number .....Raymond 7135
Transmitter Location.....Algiers. La.
Time on the Air.....24 Hours Daily, but Monday from 12:45 a.m. to 5 a.m.
News Service.....UP, AP
Transcription Service..Lang-Worth, Associated
Representative.....John Blair Co.

Personnel

Partner & Sta. Mgr.....Fred Weber
Sales Promotion Manager..Jeanne Spoonmoor
Program Director.....Stanley Holiday
Commercial Manager.....Charles Price
Publicity Director.....Jeanne Spoonmoor
Musical Director.....Joseph Schramm
Chief Engineer .....Charles Whitney

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WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Charles C. Carlson
Address.....540 Audubon Building
Phone Number.....Magnolia 3488-9
Transmitter Location.....3617 Bruxelle St.
Time on the Air....7:00 a.m. to 12:00 midnight
News Service .....AP
Representative.....William C. Rambeau Co.

Personnel

Gen. Mgr.....P. K. Ewing
Chief Engineer.....V. W. Bradbury

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WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....James A. Noe
Operated By.....James E. Gordon
Address.....St. Charles Hotel, 211 St. Charles St.
Phone Numbers.....Raymond 0423-4
Transmitter Location.....3915 Euphrosine St.
Time on the Air.....20 hours daily
News Service .....AP
Transcription Service.....Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
Sta. & Com. Manager.....James Gordon
Program Director.....Beverly Brown
Publicity Director.....Mrs. Evelyn Batt
Chief Announcer.....Ray McGuire
Musical Director.....Mrs. Evelyn Ford
Record M. C.....Freddie Hall
Chief Engineer.....Al C. Bourgeois

WSMB

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.
SOUTH CENTRAL NETWORK

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Address.....901 Canal St.
Phone Number .....MA 5921
Transmitter Location .....Algiers, La.
News Service.....AP
Time on the Air.....7 a.m. to 12 midnight
Transcription Service
NBC Thesaurus Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President .....E. V. Richards
General Manager .....H. Wheelahan
Chief Engineer.....H. G. Nebe

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WWL

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Transmitter Location.....Kenner, La.
Time on the Air.....5 a.m. to 12:05 a.m.
News Service.....UP, AP
Transcription Service.....Standard Radio and World
Representative.....The Katz Agency

Personnel

General Manager.....W. H. Summerville
Commercial Manager.....Louis Read
Merchandising Manager.....Tom Holbrook
Program Director.....Ed M. Hoerner
Publicity Director.....Martin Burke
Musical Director.....Irvine Vidacovich
Agricultural Director.....Gordon Loudon
Chief Engineer.....J. D. Bloom, Jr.

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KRMD

SHREVEPORT—EST. 1928

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KRMD, Inc.
Business Address.....P. O. Box 1712
Phone Number.....6171-2
Studio Address.....New Jefferson Hotel
Transmitter Location.....New Jefferson Hotel
Time on the Air.....6 a.m. to midnight

Personnel

Owner.....R. M. Dean
Owner.....T. B. Lanford

KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By: Radio Station KTBS (A Partnership)
Studio Address .....Commercial Bldg.
Transmitter Location.....Hart Island Road
Phone Number 3-3673
Time on the Air.....6:30 a.m. to midnight
News Service.....AP, UP
Transcription Service .....NBC Thesaurus; Lang-Worth, Standard
Representative.....Edward Petry & Co.

Personnel

General Manager .....John C. McCormack
Assistant Manager.....Louis R. Snyder
Sales Promotion Manager-Publicity Director .....Jay Anderson
Program Director-Production Manager .....Judith Lawton
Chief Announcer.....Wes Jones
Record M. C.....Maurice Wenzinger
Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power: 50000 Watts
Owned-Operated By.....International Broadcasting Corp.
Studio Address .....Commercial Building
Transmitter Location .....Near Dixie, La.
Phone Number 2-8711
Time on the Air.....5 a.m. to 1.05 a.m.; Sundays, 6 a.m. to 1:05 a.m.
Newspaper Affiliation ..The Shreveport Times
News Service.....AP, UP
Transcription Service .....Standard
Representative .....The Branham Co.

Personnel

President .....John D. Ewing
Manager .....Fred Ohl
Commercial Manager .....J. A. Oswald
Chief Engineer.....W. E. Antony
Sales Promotion Manager.....James T. Briggs
Program Director.....Ralph E. Matthews
Publicity Director.....James T. Briggs

MAINE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Address.....175 Water St.
Phone Number.....2285
Transmitter Location.....Chelsea, Me.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World
Representatives.....Weed & Company
Bertha Bannan

Personnel

President.....Adeline B. Rines
Station Manager.....Jack S. Atwood
Commercial Manager.....Walter Weightman
Program Director.....Dan Kelly
Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc ... 1000 Watts. C.P. 5000 Watts
Owned-Operated By.....Community Broadcasting Service, Inc.
Address.....57 State St.
Phone Number 6446
Transmitter Location.....Brewer, Me.
Time on the Air.....6:30 a.m. to midnight
Transcription Service.....Associated Library
Representative.....Adam Young, Jr.

Personnel

President and Station Manager..F. B. Simpson
Commercial Manager .....Guy Corey
Program Director .....Harold Dorr
Chief Engineer .....Walter Dickson

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..Maine Broadcasting Co.
Address.....100 Main St.
Phone Number.....6023
Transmitter Location .....Bangor
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
News Service .....UP
Representative.....Weed & Co.

Personnel

President.....William H. Rines
Station Manager.....Edward E. Guernsey
Musical Director.....Norman Lambert
Chief Announcer.....Irving Hunter
Chief Engineer.....John Wibby

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WCOU

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Co., Inc.
Address.....223 Lisbon St.
Phone Number 3140
Transmitter Location.....East Ave.
Time on the Air.....7 a.m. to midnight
News Service..... UP
Transcription Service.....Standard, SESAC
Representative.....Forjoe & Co.

Personnel

President .....Faust Couture
Station and Commercial Manager.....Oscar J. Normand
Program Director.....Norman Gallant
Chief Announcer.....Robert I. Payne
Musical Director.....Marion Payne Louisfell
Chief Engineer.....John T. Duty

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WCSH

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Congress Square Hotel Co.
Business Address.....157 High St.
Phone Number 2-0180
Studio Address.....Eastland Hotel, 157 High St., Portland, Me.
Transmitter Location.....Scarboro, Me.
Time on the Air: 6:15 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative..Weed & Co. & Bertha Bannan

Personnel

President .....Adeline B. Rines
Station Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Sales Promotion Manager..Linwood T. Pitman
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Musical Director.....Norman Ayres
Chief Engineer.....C. Fred Crandon

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WGAN

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Portland Broadcasting System, Inc.
Address .....645a Congress St.
Phone Number.....2-7489
Transmitter Location .....Portland
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

Covering
Maine's Richest Industrial Area

WCOU

Mutual's Voice in Maine
Serves

LEWISTON—AUBURN
PORTLAND

The No. 1 and No. 2 Maine Markets

Primary Coverage—293,937
Radio Homes—66,230

AT LOWEST COST PER LISTENER

•

Represented Nationally by
Forjoe & Company
New York • Chicago • Philadelphia

Newspaper Affiliation ...Gannett Publishing
Transcription Service.....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President.....Guy P. Gannett
Station Manager.....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Chief Engineer.....Roger W. Hodgkins

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WPOR

PORTLAND—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By
Centennial Broadcasting Co., Inc.
Address.....Portland, Maine
News Service.....AP

Personnel

General Manager.....Murray Carpenter
Chief Engineer.....Roger Perry

WAGM

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Aroostook Broadcasting Corporation
Address.....180 State St., W.
Phone Number.....8821
Transmitter Location.....Caribou Rd.
News Service .....UP
Transcription Service.....World, M. M. Cole

Personnel

President.....Harry E. Umphrey
Station-Commercial Mgr.....Harold D. Glidden
Chief Engineer.....Lester E. Hughes

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(Call Letters to Be Assigned)

WATERVILLE*

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Dennebec Broadcasting Co.
Address.....Waterville, Maine
*Construction Permit

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

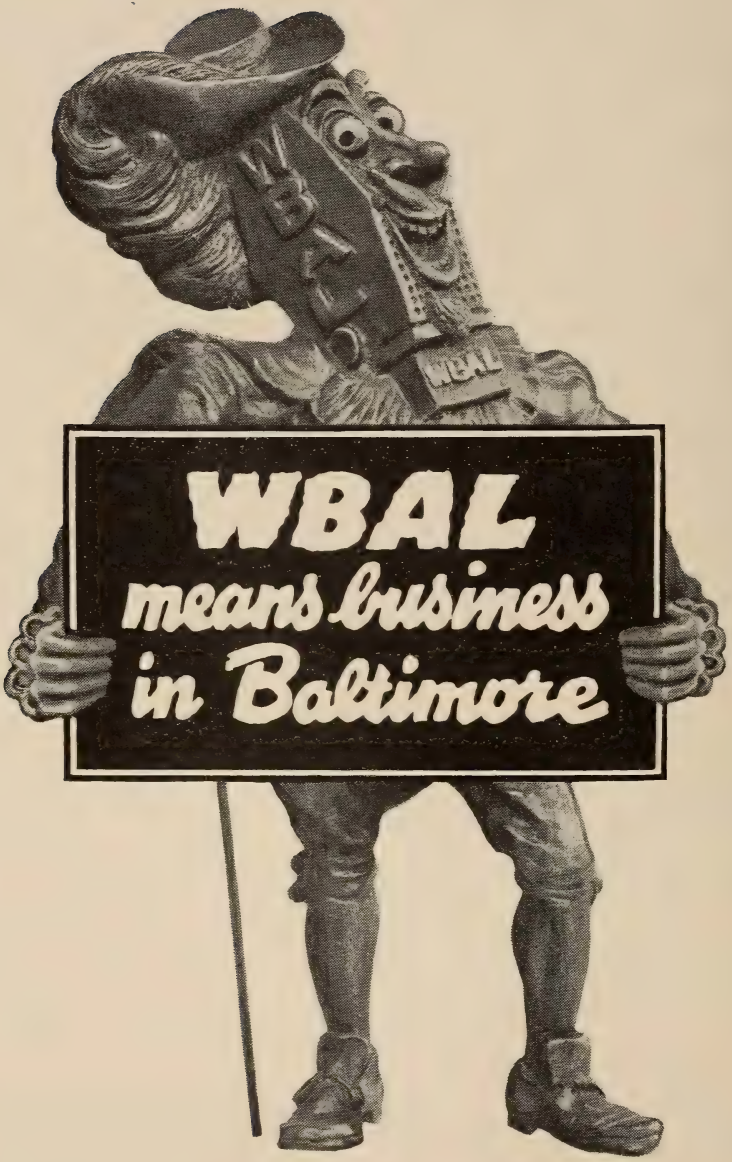
Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.



50,000 WATTS — BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....Lexington Bldg.
Phone Number.....Lexington 4900
Transmitter Location .....Pikesville, Md.
Time on the Air.....5:45 a.m. to 12:35 a.m.; Sunday, 7 a.m. to 12:35 a.m.
Newspaper Affiliation.....Baltimore News-Post, Sunday American
News Service.....INS; UP & AP
Transcription Service.....Standard Radio; World Broadcasting System
Representative.....Edward Petry & Co.

Personnel

Station Manager.....Harold C. Burke
Sales Promotion.....Jack Tappin
Musical Director.....Joseph C. Miller
Chief Engineer.....Richard S. Duncan

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WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Monumental Radio Company
Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location....Park Heights Avenue, Extended
Time on the Air.....Unlimited
News Service.....INS
Transcription Service.....Lang-Worth,
Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne
Vice-President-Gen. Mgr...L. Waters Milbourne
Program Director.....Gordon A. Scheihing
Chief Announcer.....Charles W. Purcell
Musical Director.....Robert P. Iula
Chief Engineer.....Martin L. Jones

(See Page 422)

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WCBM

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Baltimore Broadcasting Corporation
Address.....North at Harford
Phone Number . University 8400
Transmitter Location.....1100 East Cold Spring Lane
Time on the Air.....6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service ..... INS, UP
Transcription Service.....Lang-Worth
Representative.....Free & Peters, Inc

Personnel

President and Commercial Manager .....John Elmer
General Manager.....George H. Roeder
Program and Production....Charles A. Roeder
Chief Engineer.....G. Porter Houston

(See Page 424)

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WFBR

BALTIMORE—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio Show, Inc.
Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP. UP.
Transcription Service.....World
Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President...Hope H. Barroll, Jr.
Director of National Sales.....Andrew H. Hilgartner
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Manager..William R. Dothard
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Chief Engineer.....William Q. Ranft

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WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Maryland Broadcasting Co.
Operated By .....Thomas G. Tinsley

The Voice of Baltimore

W

★ WATTS 5000, 600 K.C.
DAY AND NIGHT

C

★ COLUMBIA
BASIC OUTLET

A

★ AMERICA'S
6th CITY

O

★ OLDEST
STATION IN
MARYLAND

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Address.....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Transradio
Transcription Service.....Lang-Worth; Standard Radio & Associated
Representative.....Headley-Reed Company

Personnel

President-General Manager.Thomas G. Tinsley
Station Manager.....Helen Powers
Commercial Manager.....Robert C. Embry
Program Director-Production Manager-Chief Announcer.....Raymond W. Baker
Publicity Director.....Mae Hughes
Musical Director.....Wallace W. Ashley
Chief Engineer.....James S. Duff

(See Pages —— and 426)

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WTBO

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cumberland Broadcasting Co.
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air.....7 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service.....UP, AP
Transcription Service.....World Broadcasting System

Personnel

President-General Manager..Aurelia S. Becker
Chief Engineer.....David W. Jefferies

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WFMD

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

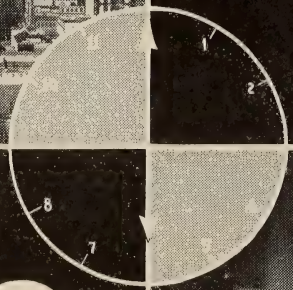
Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcasting Company
Business Address.....Winchester Hall
Phone Number.....Frederick 1626
Studio Addresses.....Winchester Hall,
Transmitter Location.....Frederick, Md.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Lang-Worth

Personnel

President.....Laurence Leonard
General & Station Manager..William E. Hardy
Sales-Merchandising Mgr....William E. Hardy

WTBO
your
Tri-STATE
Voice
Maryland
WTBO
Pennsylvania
West Va.
NBC
Affiliation
Cumberland, Maryland

Day and Night!



MUTUAL BROADCASTING SYSTEM

WCBM

is "Baltimore's Listening Habit"

JOHN ELMER
PRESIDENT

FREE AND PETERS, Inc.
EXCLUSIVE NATIONAL REPRESENTATIVES

GEORGE H. ROEDER
GENERAL MANAGER

MUTUAL **WJEJ** MUTUAL

HAGERSTOWN, MARYLAND

MORE PEOPLE IN THE HAGERSTOWN AREA LISTEN TO WJEJ ANY HOUR OF THE DAY, DAY OR NIGHT, THAN TO ALL OTHER STATIONS COMBINED.

C. E. Hooper — Fall 1945

Index WJEJ

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WJEJ

WESTERN MARYLAND

GREATEST ADVERTISING MEDIUM

GROVER C. CRILLEY, General Manager

GEORGE DIETRICH, Commercial Manager

An

Outstanding

Audience

in

Baltimore

WITH

Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.

W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Program Director-Production Manager ..... Millard H. Klunk
Publicity Director ..... William E. Hardy
Chief Announcer ..... Murray Goldsborough
Chief Engineer ..... Julius Thiel
Record M. C. ..... Roger Carroll

•

WJEJ

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Hagerstown Broadcasting Co.
Address ..... Franklin Court
Phone Numbers 2322-23-24
Transmitter Location ..... Carrol Heights
Time on the Air ..... 7:00 a.m. to 2:00 a.m.
Transcription Service .. Associated, Lang-Worth
News Service ..... AP

Personnel

Gen. Manager ..... Grover C. Crilley
Commercial Manager ..... George Dietrich
Program Director ..... Ames Harper
Promotion-Publicity ..... Frank Bowers
Production Manager ..... William Paulsgrove
Chief Announcer ..... Glen Thomas
Musical Director ..... Malcolm Hutto
Record M. C. ..... Jimmy Riser
Chief Engineer ..... George W. McIntire

(See Page 425)

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WBOC

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... The Peninsula Broadcasting Co.
Address ..... Radio Park
Phone Number ..... Salisbury 2480-2481
Transmitter Location .. 1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 8:25 a.m. to 11 p.m.
News Service ..... UP
Transcription Service ..... World Broadcasting System

Personnel

General Manager ..... Charles J. Truitt
Program Director ..... Gladys Stearns
Commercial-Promotion Mgr. ..... Charles J. Truitt
Chief Engineer ..... Peter A. Alfonsi

A NEW ARRIVAL
A NEW SALES-WINNER
in the Transcription field

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

WCOP Boston

A COWLES STATION

Serving the

Metropolitan Boston Market

•

The Nation's
3rd largest market and a must
for all advertisers

•

Represented by

THE KATZ AGENCY

•

MASSACHUSETTS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc.....Power: 50000 (WBZ), 1000 (WBZA)
Owned and Operated By.....Westinghouse Radio Stations, Inc.
Addresses.....Hotel Bradford, Boston; Hotel Kimball, Springfield
Phone Number.....Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)
Transmitter Locations.....Hull, Mass. (WBZ), Springfield, Mass. (WBZA)
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio and NBC Thesaurus
Representative.....National Broadcasting Co.

Personnel

Chief Executive.....W. C. Evans
Station Manager.....Wilmer C. Swartley
Program Manager.....W. Gordon Swan
Production Manager.....John H. Wright
Sales Manager.....C. Herbert Massé
Sales Promotion Manager.....Lynn Morrow
Chief Engineer.....W. H. Hauser

•

WCOP

BOSTON—EST. 1935

ABC

Frequency: 1150 Kc.....Power 500 Watts
Owned By..Massachusetts Broadcasting Corp.
Operated By.....Massachusetts Broadcasting Corp.
Address.....Copley-Plaza Hotel
Phone Number.....COMmonwealth 1717
Transmitter Location.....Allston, Mass.
Time on the Air.....6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
Newspaper Affiliation....Des Moines Register ..and Tribune, Minneapolis Star Journal
News Service.....INS, AP, UP
Representative.....Katz Agency, Inc.
Transcription Service.....Standard Radio and Lang-Worth

Personnel

President.....Gardner Cowles, Jr.
General Manager.....A. N. Armstrong, Jr.
Sales Manager.....Norbert O'Brien
Sales Promotion Manager...Harry D. Goodwin
Program Director.....John D. Maloy
Publicity Director.....Harry D. Goodwin
Musical Director.....Mario Mantini
Chief Engineer.....Roland C. Hale

•

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting System
Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location.....Mystic Valley Parkway, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....AP, UP
Transcription Service.....World Broadcasting
Representative .....Radio Sales

Personnel

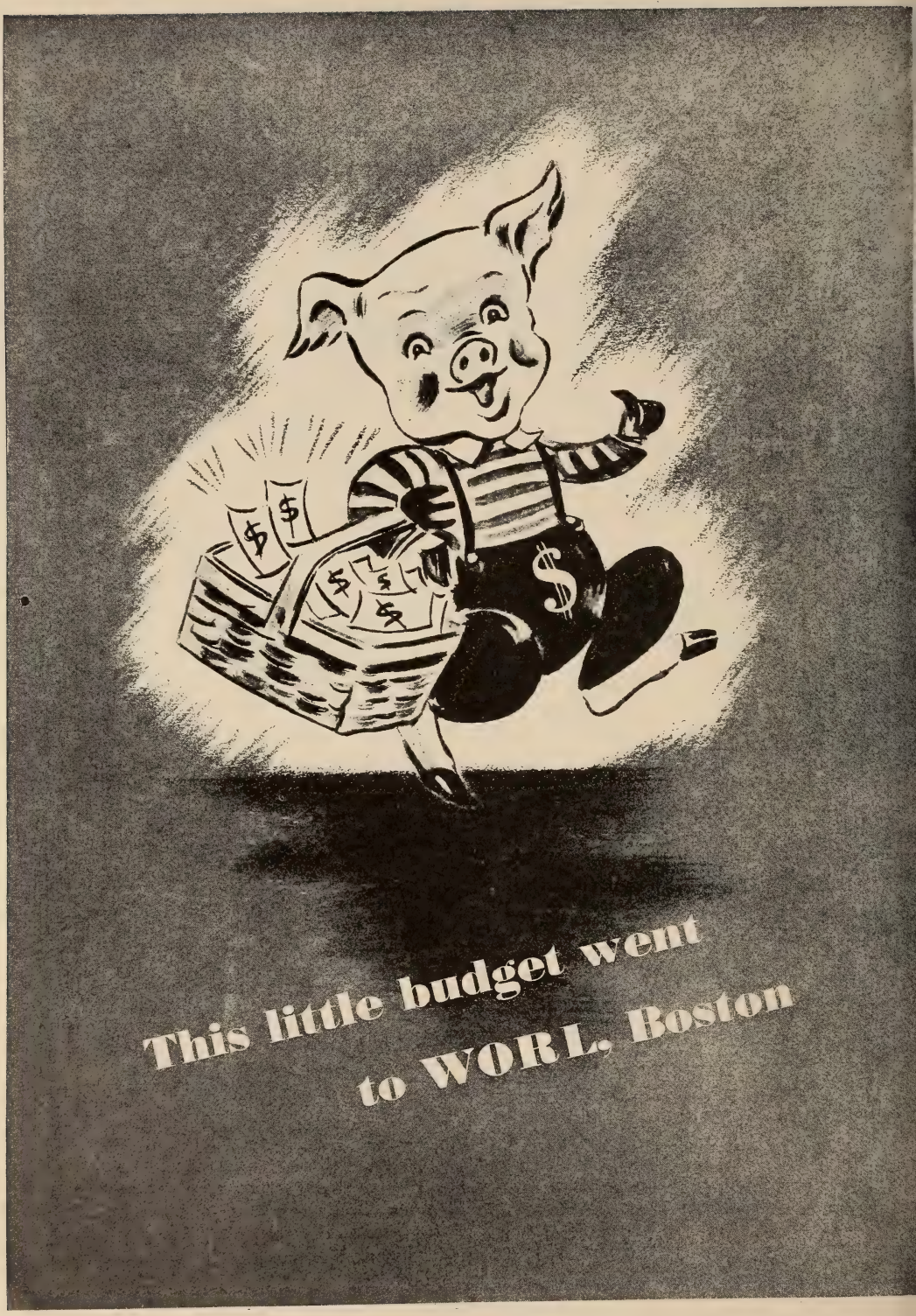
Station Manager.....H. E. Fellows
Assistant Manager and Director of Programs and Sales.....Kingsley Horton
Sales Promotion Manager.Guy H. Cunningham
Production Manager.....R. G. Girardin
Publicity Director.....Marie Houlahan
Musical Director.....Frank Bell
Chief Engineer.....W. J. Stiles

•

WHDH

BOSTON—EST. 1929

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Matheson Radio Co.,
Address.....Hotel Touraine, 62 Boylston St.
Phone Number.....Hancock 0900
Transmitter Location.....Saugus, Mass.
Time on the Air.....6:30 a.m. to 12:30 a.m.; Sunday, 7 a.m. to 12:30 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting System, Associated Recorded Program Service, Cole, Lang-Worth.
Representative.....Adam J. Young, Jr., Inc.


This little budget went
to WORL, Boston

Personnel

President.....Ralph G. Matheson
General Manager.....John F. Manning, Jr.
Commercial Manager.....William A. Warner
Program Director.....Elizabeth M. Manning
Chief Engineer.....R. G. Matheson

•

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By .....Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....Quincy, Mass.
Time on the Air.....7:30 a.m. to 12 midnight
News Service .....INS
Transcription Service.....Lang-Worth, World, Associated, SESAC
Representative.....Spot Sales Co.

Personnel

Chief Executive.....Wm. S. Pote
General Manager.....Alfred J. Pote
Station-Commercial Manager.....Wm. S. Pote
Sales Promotion.....Marie Mason
Program-Musical Director.....John Kiley
Chief Engineer.....Alfred J. Pote

•

WNAC

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK KEY STATION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave.
Phone Number .....COMmonwealth 0800
Transmitter Location: Montclair, Quincy, Mass.
Time on the Air.....6 a.m. to 1 p. m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP & INS
Transcription Service.....AMPI, SESAC and Standard
Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
Chairman of the Board and General Manager.....John Shepard, 3rd
Station Manager.....John Shepard, 3rd
Promotion Director.....James S. Powers
Publicity Director.....Phyllis Doherty
Sales Manager.....Linus Travers
Program Director.....George Steffy
Chief Engineer .....Irving B. Robinson

WORL

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Service Organization, Inc.
Address.....216 Tremont St.
Phone.....Liberty 4540
Transmitter Location .....Needham, Mass.
Time on the Air.....6:30 a.m. to Sunset
News Service.....AP and UP
Representative.....Forjoe & Co.

Personnel

Chief Executive.....Harold A. LaFount
General Manager.....George Lasker
Program Director.....Robert N. Perry
Chief Engineer .....John Parker

•

WSAR

FALL RIVER—EST. 1921

MUTUAL — YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Fall River Broadcasting Co.
Address .....Academy Bldg.
Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter)
Transmitter Location.....E. Somerset, Mass.
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Newspaper Affiliation..Fall River Herald News
Transcription Service..Standard Radio, World
Representative.....Headley Reed Co.

Personnel

President-General Manager.....Melvin Lahr
V.-P. and Treasurer.....Frank M. Headley
Office Manager.....Philomena J. Mauretti
Commercial-Sales Promotion Manager .....John Harrington
Program Director-Production Manager .....Angus Bailey
Publicity Director.....John Crowley
Chief Engineer.....John Pavao

•

WEIM

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WEIM, Inc.
Address .....717 Main Street
Phone Numbers.....Fitchburg 1600-1
Transmitter Location.....Summer St.
Time on the Air.....6 45 a.m. to midnight; Sundays, 8 a.m. to midnight
New Service.....AP
Transcription Service .....Lang-Worth

Personnel

Operating Partner.....Milton H. Meyers
Station Manager.....Earle G. Clement

Commercial-Sales Promotion Manager.....Mort Silverman, Jr.
Chief Engineer.....Ted Kalin

•

WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Address .....354 Main St.
Phone Number..... 4301
Transmitter Location..... Woodard Rd.
Time on the Air.....6:45 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service.....World Broadcasting System
Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
General Manager.....James L. Spates
Commercial-Sales Promotion Manager .....Horace W. Nichols
Production-Publicity Director.....H. Frederick Grebe
Program Director-Chief Announcer.....H. Frederick Grebe
Chief Engineer.....Leland F. Wheeler

•

WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ...Hampden-Hampshire Corporation
Business Address.....180 High Street
Phone Numbers.....8238, 8239
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls
Transmitter Location...Canal St., South Hadley Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Holyoke-Transcript Telegram; Daily Hampshire Gazette (Northampton)
News Service..... UP
Transcription Service.....World, Associated
Representatives.....Spot Sales, Inc.

680
WLAW

680 Kilocycles

5000 WATTS
Day and Night

Reaching
Nearly 2,000,000 Listeners
in 181 Cities and Towns

A . . . Serving New England's 3rd Largest Concentrated Audience

B . . . Basic Station: American Broadcasting Company

C . . . Studios: Lawrence and Lowell, Massachusetts

Nationally Represented by WEED & CO.

Personnel

President .....Mrs. William R. Dwight
General Manager.....Charles N. DeRose
Commercial-Sales Promotion Manager.....Patrick J. Montague
Program Director-Chief Engineer.....Thomas R. Humphrey
Publicity Director-Chief Announcer..Jay Heitin
Musical Director.....John H. Vondell

•

WLAW

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers Company
Address.....278 Essex Street
Phone Number.....Lawrence 4107
Transmitter Location.....River Road, Andover, Mass.
Time on the Air.....6 a.m. to 1 a.m.
News Service..... UP
Transcription Service..Standard Radio & World
Representative.....Weed & Company

Personnel

President, General & Station Manager.....Irving E. Rogers
Sales-Commercial Manager...David M. Kimel
Program Director-Production Manager .....James Mahoney
Publicity Director.....Fred Sullivan
Chief Engineer.....George A. Hinckley
Record M. C.....Bob Moore

•

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ..Merrimac Broadcasting Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715; Lawrence 2-2148
Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service: Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President .....A. S. Moffat
Station Manager.....Dana W. Fitzgerald
Sales-Sales Promotion Manager .....Haskell Bloomberg
Program Director-Production Manager .....Tom Clayton
Chief Engineer.....Ralph Newton

WNBH

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bristol Broadcasting Co., Inc.
Business Address.....588 Pleasant
Phone Number..... 8-5228
Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island, Fairhaven, Mass.
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8:00 a.m. to 11:30 p.m.
Newspaper Affiliation....New Bedford Stand-
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....William G. Rambeau, R. C. Foster, Boston

Personnel

President .....Basil Brewer
Station Manager.....Hugh R. Norman
Sales Promotion Manager.....Theo. M. Healy
Program Director.....Thomas J. Wertenbaker
Production Manager.....Edward J. Boghosian
Musical Director.....James Gleason
Chief Announcer .....Bill Pendergrast
Chief Engineer.....Everett Parker

•

WBRK

PITTSFIELD—EST. 1938

MUTUAL — YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Monroe B. England
Address .....8 Bank Row
Phone Number.....2-1553
Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....The Walker Co.

Personnel

President-Station Manager..Monroe B. England
Station Manager.....John Parsons
Program Director .....William Geary
Chief Engineer.....Leonard Lavendol

•

WESX

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company
Business Address.....126 Washington St., Salem, Mass.
Phone Number.....Salem 5670
Transmitter Location .....Marblehead
Time on the Air.....Full Time
Transcription Service.....World Broadcasting

System; Associated Music Publishers; NBC Thesaurus
Representative...New England Radio Adv. Co.

Personnel

President .....Charles W. Phelan
Station Manager.....A. M. Morgan
Program Director.....Dorothy Rich
Production Manager.....Richard I. Hammond
Publicity Director.....Ed Meaney
Chief Announcer.....Bill Hubbard
Musical Director.....Lenny Powers
Record M. C.....Tom Lester
Chief Engineer.....Richard I. Hammond

•

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Address.....1757 Main St.
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air.....7 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....UP
Transcription Service.....Associated Music
Representative.....Edward Petry & Co.

Personnel

President .....A. S. Moffat
General Manager.....Robert F. Donahue
Sales Manager.....Robert M. Feldman
Sales Promotion.....Robert F. Donahue
Program Director.....Turner Cooke
Musical Director.....Paul Peltier
Chief Engineer.....Earle G. Hewinson

•

WSPR

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day; 500 Night
Owned-Operated By.....WSPR, Inc.
Address .....63 Chestnut Street
Phone Number.....Springfield 6-2757
Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Service..... Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager..Quincy A. Brackett
Vice-President-Commercial Manager Milton W. Stoughton
Program-Production Director, Wayne Henry Latham
Sales Promotion-Publicity Director .....Howard S. Keefe
Chief Announcer.....Robert A. Stroshine
Chief Engineer.....Lawrence A. Reilly

•

WOCB

WEST YARMOUTH —EST. 1944

AMERICAN BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 W.
Owned-Operated By Bristol Broadcasting Co., Inc.
Business Address.....South Sea Ave., West Yarmouth, Mass.
Phone Number.....Hyannis 502
Transmitter Location.....South Sea Ave., West Yarmouth, Mass.
Time on the Air: Sunday, 8:30 a.m. to 11:30 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.
Representatives.....Wm. G. Rambeau Co.

Personnel

Owners.....Basil Brewer, Hugh R. Norman
General Manager.....Donald L. Sellard
Commercial Manager.....Marion Crowell
Program Director.....Don Sellers
Chief Engineer.....Everett Parker

•

WAAB

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By....The Yankee Network, Inc.
Address.....34 Mechanic St.
Phone Number 2-5611
Transmitter Location.....Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP & INS
Transcription Service.....Associated Music Publishers and Standard
Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
Chairman of the Board and General Manager.....John Shepard, 3rd
Sales Manager.....Linus Travers
Station Manager.....H. William Koster
Publicity Director.....James S. Powers
Sales Promotion Manager.....Arthur Lathrop
Chief Engineer .....Joseph Grahn

•

WORC

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....A. F. Kleindienst
Address.....65 Elm Street
Phone Number..... 5-3101
Transmitter Location.....Auburn, Mass.
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 11:15 p.m.
News Service.....INS
Transcription Service .....Lang-Worth
Representative.....Weed & Co.

Personnel

Owner .....A. F. Kleindienst
Commercial Manager.....Mildred P. Stanton

WTAG

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned and Operated By: Worcester Telegram Publishing Company, Inc.
Address.....20 Franklin Street
Phone Number.....5-4321
Transmitter Location.....Holden, Mass.
Time on the Air.....6 a.m. to 12:05 a. m.; Sundays, 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram & The Evening Gazette
News Service.....AP, Reuters
Transcription Service.....World Broadcasting System; Associated
Representative.....Paul H. Raymer Co.

Personnel

President.....George F. Booth
Managing Director.....Edward E. Hill
Commercial Manager.....Herbert L. Krueger
Publicity Director.....Mitzi Kornetz
Chief Engineer.....Elliot A. Browning

AP!

For the BEST IN NEWS

For the

BEST IN PROGRAMS

BASED ON NEWS

Character

...is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ's progress. As America's *first* commercial radio station, WWJ offers an impressive record of "firsts" . . . reflected in the influence exerted by WWJ's leadership, in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — *First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WPAG

ANN ARBOR—EST. 1945

Frequency: 1050 kc.....Power: 250 D.
Owned-Operated By
Washtenaw Broadcasting Co., Inc.
Address.....Hutzel Blg.
Phone Number.....2-5517
News Service.....AP
Transcription Service.....Standard, World
Representative.....Broadcast Sales

Personnel

Chief Executive.....Arthur E. Greene
General Manager.....Edward F. Baughn
Commercial Manager.....Howard C. Walters
Program Director.....Charles Wilton
Sales Promotion.....Stephen J. Filpiak
Chief Engineer.....George D. Sterns

•

WELL

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MISSISSIPPI VALLEY NETWORK
WOLVERINE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Federated Publications, Inc.
Address: 1 W. Michigan Ave., Michigan National Bank Bldg.
Phone Numbers.....5655; 7166
Transmitter Location.....Michigan National Bank Bldg.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Enquirer-News
Transcription Service.....World
Representative.....Burn-Smith Company, Inc.

Personnel

President .....A. L. Miller
General Manager.....D. E. Jayne
Commercial Manager.....E. P. Mills
Sales Promotion.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

•

WBCM

BAY CITY—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By...Bay Broadcasting Co., Inc.
Address ..... Wenonah Hotel
Phone Numbers.....Bay City 7551-7552
Transmitter Location .....Tuscola Road,
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service..NBC Thesarurus, World
Representative .....George P. Hollingbery

Personnel

President .....Harley D. Peet
Gen.-Com. Manager.....H. A. Giesel
Chief Engineer.....Ralph H. Carpenter

•

WATT

CADILLAC—EST. 1945

MUTUAL-WOLVERINE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Midwestern Broadcasting Co.
Business Address.....P. O. Box 219
Phone Number.....Cadillac 1270
Studio Address.....U. S. 131 South
Transmitter Location.....Clam Lake Township
Time on Air.....7 a.m. to 11 p.m.
News Service .....AP
Representative.....The Walker Co.

Personnel

President-General Manager....Les Biederman
Station Manager.....Richard H. Wolgast

•

WHDF

CALUMET—EST. 1929

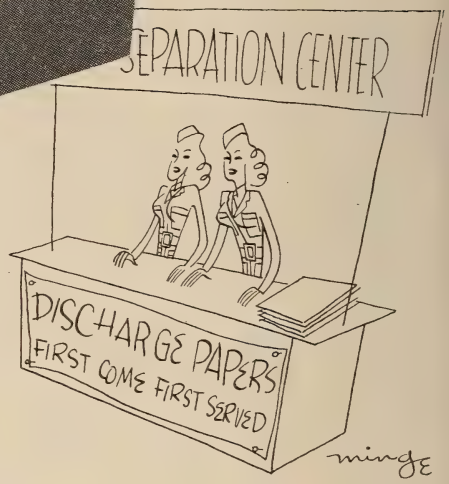
MUTUAL—NORTH CENTRAL BROADCAST

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.
Business Address.....Community Bldg., Houghton, Mich.
Phone Numbers: Houghton 1; Calumet 869
Studio Address.....515 Scott St., Calumet
Transmitter Location.....Laurium, Michigan
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation...Daily Mining Gazette
Transcription Service.....World, Lang-Worth
News Service .....AP
Representative.....Sears & Ayer

Personnel

President.....A. L. Burgan
Exec. V.-P.....John W. Rice
Station-Commercial-Sales Manager.....Albert W. Payne
Program Director-Chief Announcer .....Earl Norden
Technical Supervisor.....George L. Burgan

"Throw Your Voice Where It Will Do the Most Good!"



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
ING-TRENDLE BROADCASTING CORPORATION
700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H Raymer Co.

WXYZ

WJBK

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....James F. Hopkins, Inc.
Address.....6559 Hamilton Avenue
Phone Number.....Trinity 2-2000
Transmitter Location.....15555 Woodrow Wilson Avenue
Time on the Air.....24 hours a day
News Service .....AP
Transcription Service.....Thesaurus; World and Standard
Representatives.....Forjoe & Company, Hal Holman

Personnel

President-Station Manager...James F. Hopkins
Commercial Manager.....George Millar
Program Director.....Sybil Krieghoir
Promotion Manager.....N. W. Hopkins
Chief Engineer.....Paul Frincke

WJLB

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Booth Radio Station, Inc.
Address.....3100 Eaton Tower
Phone Number.....Cadillac 7600
Transmitter Location...7310 Woodward Ave.
Time on the Air.....6 a.m. to 3 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Burn-Smith Co.

Personnel

President-General Manager....John L. Booth
Station Manager.....Hugh M. Gray
Sales Manager.....Eric V. Hay
Sales Promotion Manager.....Henry LaPrete
Program Director & Production Mgr.....Doug Wright
Chief Announcer.....Doug Wright
Musical Director.....Herbert Mertz
Publicity Director.....Mel Jerome
Chief Engineer.....Edward Clark
Record M. C.....Bill Randle

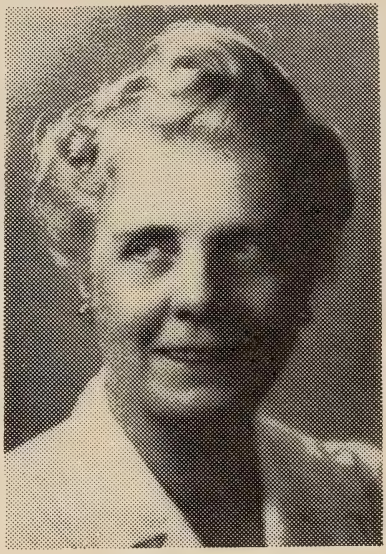
CLINCH your coverage of the vital

DETROIT MARKET

with WJBK

250 Watts . . . 24 Hours a Day

PARLOR MAGIC



● Myrtle Labbitt's *"Homechats,"* after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. *"Homechats"* is just another sample of CKLW programming that sends listeners merrily off to pay cash for things on dealers' shelves. PROOF? On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own "Homechat" show clocked *second* on the list in low net costs per inquiry . . . and, mind you, *five of the* 9 *stations were* 50,000 *watters!* How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

IN The Detroit Area, It's

CKLW

5,000 WATTS
AT 800 KC.
DAY AND NIGHT

J. E. Campeau, Managing Director

MUTUAL SYSTEM • Adam J. Young, Jr., Nat'l Rep.

CKLW

DETROIT-WINDSOR—EST. 1932

MUTUAL

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario Broadcasting Co.
Business Addresses:..Guaranty Trust Bldg., Windsor; Union Guardian Bldg., Detroit, Mich.
Phone Numbers: 4-1155 (Windsor) Cadillac 7200 (Detroit)
Studio Address.....Guaranty Trust Bldg.
Transmitter Location.....Sandwich, South, Essex County, Ontario
Time on the Air.....6 a.m. to 4 a.m.
News Service.....UP, PN, BUP
Transcription Service.....World Broadcasting System; United T. S.; NBC Thesaurus
Representative...H. N. Stovin & Co. (Canada); Adam J. Young, Inc. (U.S.A.)

Personnel

Chief Owner.....Malcolm G. Campbell
General Manager.....J. E. Campeau
Commercial Manager.....Richard E. Jones
Program Director.....John Gordon
Production Manager-Publicity ....Frank Burke
Sales Prom. Manager....Barbara MacFarland
Traffic Manager .....Margaret Pratt
Chief Engineer.....William J. Carter

•

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
Owned-Operated By ....WJR, The Goodwill Station
Business Address.....2103 Fisher Building
Phone Number..... Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location.....Trenton, Mich.
Time on the Air.....5 a.m. to 1 a.m., daily; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, INS & UP
Transcription Service.....World Broadcasting System, Standard Radio, Lang-Worth
Representative.....Edward Petry & Co., Inc.

Personnel

President .....G. A. Richards
Vice-President and Gen. Mgr...Leo Fitzpatrick
Assistant General Manager-Sales-Promotion Manager.....Owen F. Uridge
Program Director.....Charles G. Burke
Publicity Director.....Mark Haas
Musical Directors.....Samuel Benavie, Paul LaVoie
Chief Engineer Trans.....Merrill Mitchell
Chief Engineer Studio.....Andrew Friedenthal
Chief Announcer.....Franklin "Bud" Mitchell

•

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association
Business Address.....630 W. Lafayette
Phone Number .....RAndolph 2000
Studio Address.....630 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan
Time on the Air.....6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m. ....
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP, Reuters
Transcription Services.....Standard
Representative.....George P. Hollingbery Co.

Personnel

President.....W. E. Scripps
General Manager.....Harry Bannister
Assistant Manager.....Edwin K. Wheeler
Sales Manager.....Harry Betteridge
Sales Promotion Manager.....Jake Albert
Program Director.....Don F. DeGroot
Production Manager.....Don DeGroot
Program Supervisor.....Stanley Swales
Publicity Director.....Lansing M. Pittman
Musical Director .....Mischa Kottler
Chief Engineer.....Herbert F. Tank

(See Page 436)

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WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address.....1700 Stroh Building
Phone Number .....Cherry 8321
Studio Address .....8415 East Jefferson Ave.
Transmitter Location....Joy Rd. and Greenfield
Time on the Air.....6:30 a.m. to midnight
News Service .....UP and INS
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
General Manager.....H. Allen Campbell
Studio Manager.....H. Earl Moore
Director of Production....Charles Livingstone

Twice as many-

GRAND RAPIDS *Listeners*

AS ANY OTHER STATION

Anywhere!

WOOD

No. 1 Station (5000 WATTS) with the No. 1 Network (NBC)
in the No. 1 Market in Outstate Michigan

PAUL H. RAYMER CO., Sales Representatives

Merchandising Manager...Harold S. Christian
Publicity Director.....William J. Hendricks
Commercial Manager.....James G. Riddell
Musical Director.....Philip F. Brestoff
Chief Engineer.....Charles F. Kocher
(See Page 438)

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WKAR*

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
Owned-Operated By...Michigan State College
Business Address.....East Lansing
Phone Number.....8-1511, ext. 600
Studio Address.....Auditorium Building
Transmitter Location..... Campus
Time on the Air.....Full Daytime
News Service .....AP
Transcription Service.....Standard

Personnel

Station Manager.....Robert J. Coleman
Program Supervisor.....Lawrence Frymire
Chief Engineer.....Norris Grover
*(Non-Commercial Station)

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WDBC

ESCANABA—EST. 1941

MUTUAL—MISSISSIPPI—KBS—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Delta Broadcasting Company
Address.....First and Ludington Streets
Phone Number 787
Transmitter Location.....First and Ludington
Time on the Air.....Full Daytime
News Service .....UP

Personnel

General Manager.....Gordon H. Brozek

•

WFDF

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Flint Broadcasting Co.
Address .....Mott Bldg.
Business Office Studios..Mott Bldg., Flint, Mich.
Phone Number 2-7158
Transmitter Location.....Bristol Road
Time on the Air.....6 a.m. to midnight daily; Sundays, 7 a.m. to midnight
News Service .....AP
Transcription Service .....Lang-Worth and Standard & Thesaurus
Representative.....Burn-Smith, Inc.

Personnel

President-Station Manager....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Program Director.....Adrian R. Cooper
Production Manager.....Elmer Knopf
Publicity Director.....A. R. Cooper
Sales Promotion Manager.....Graham Keevil
Chief Announcer.....Marvin Levey
Musical Director..... William Geyer
Chief Engineer.....Frank D. Fallain

•

WJEF

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Fetzer Broadcasting Co.
Business Address.....P. O. Box 52
Phone Number.....6-8512
Studio Address.....Pantlind Hotel
Transmitter Location.....Pantlind Hotel
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
General Manager.....Edward H. Bronson
Sales Manager.....John W. O'Harrow
Sales Promotion Mgr.....John W. O'Harrow
Program Director.....Willis F. Dunbar
Chief Announcer.....Miles Olson
Chief Engineer.....Carl E. Lee

•

WOOD

GRAND RAPIDS—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broadcasting Corporation
Address.....14th Floor Grand Rapids National Bank Building
Phone Number..... 9-4211
Transmitter Location.....633 - 60th St.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..... UP
Transcription Service.....Lang-Worth, World, SECAC
Representative.....Paul H. Raymer Co.

Personnel

President .....George W. Trendle
Station and Sales Manager.Stanley W. Barnett
Sales Promotion Manager.....Paul Eichhorn
Program Director.....Sandy Meek
Publicity Director.....Lenore Little
Chief Engineer.....Fred W. Russell

NO FOTO-FINISH IN GRAND RAPIDS

In the "Daytime Audience Derby"

OWNED BY	—Col. Len Versluis	**JOCKEY**	—Hy Steed	**WIN**	—More Periods Weekly
TRAINER	—Mark Woods	**SIRE**	—Grand Daddy Rapids	**PLACE**	—113,000 Radio Homes
BOOKIE	—Joe McGillvra	**DAM**	—Good Shows	**SHOW**	—Always a Good One
STABLE	—A.B.C. Network	**ADDED WEIGHT**	—Local Production	**PRICE**	—More For Your $

PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR

American Broadcasting Company's Station for Western Michigan.

WLAV

Key Station for the WOLVERINE NETWORK

THE SCORE BOARD

	WLAV	STA. A	STA. B
DOMINATION OF THE HALF-HOURS SURVEYED (194 TOTAL)	90	69	4
MORNING 8:00 A.M. - NOON	33.2	21.2	8.9
AFTERNOON NOON - 6:00 P.M.	28.0	25.6	10.4
EVENING 6:00 P.M. - 10:30 P.M.	21.7	31.8	11.5
TOTAL WEEK LISTENING	26.5	27.2	10.5

Results of a Conlan Survey, made in Grand Rapids, Dec. 2-8, 1945

WLAV

Keeler Building
Grand Rapids, Mich.

Represented Nationally by Joseph Hershey McGillvra Inc. New York — Chicago — Los Angeles — San Francisco.

WLAV

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St., N.E.
Phone Number 6-5461
Transmitter Location....6 Fountain St., N.E.
Time on the Air.....6:45 a.m. to midnight
News Service .....UP
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.

Personnel

Owner..... Leonard A. Versluis
Station Manager .....Hy M. Steed
Program Director.....Elizabeth Shuter
Musical Director.....Regis Patoff
Record M. C.....Bill Whitlock
Production Manager.....Joe Hooker
Chief Engineer.....George Funkey

•

WJMS

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Numbers.....20 & 21
Transmitter Location.....U. S. Highway No. 2
Time on the Air.....6 a.m. to 11 p.m. daily; Sundays, 7 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....North Central Broadcasting

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Program-Publicity-Musical Director .....Laura Johnson
Production Manager-Chief Announcer .....Don Hoover
Chief Engineer.....Arne Dahlbacka

•

WIBM

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

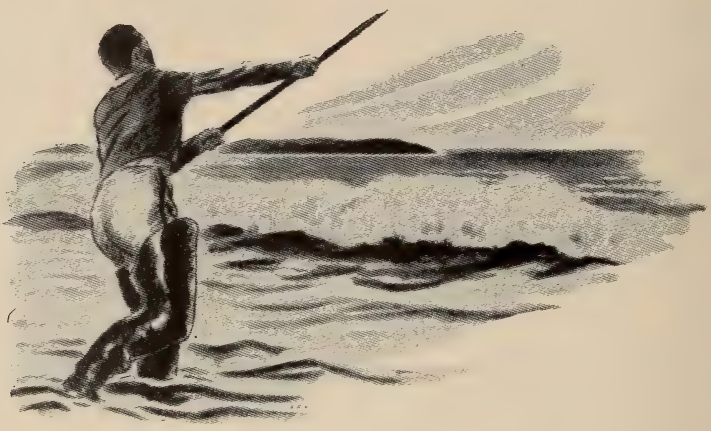
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....WIBM, Inc.
Address .....Hotel Hayes
Phone Number 6121
Transmitter Location.....Hotel Hayes
News Service .....AP
Time on the Air.....6:45 a.m. to 11:30 p.m
Representative.....Forjoe & Company

Personnel

President ..... Herman Radner
V.-P. & General Manager.....Roy Radner
Station-Commercial Manager....William Cizek
Sales Promotion-Merchandising Manager .....Warren Augustine
Program Director-Chief Announcer .....Derwood Carn
Production Manager.....Jeff Adams
Record M. C.....Jack Underwood
Chief Engineer.....C. W. Wirtanen

For the
BEST IN NEWS
for the
BEST IN PROGRAMS
BASED ON NEWS
AP!

YOU MAY BE ABLE TO SURF-CAST 623 FEET*—



BUT—YOU CAN'T BEAT WKZO-WJEF FOR BROADCASTING IN WESTERN MICHIGAN!

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they *ever* made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the "except" out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not *us*, however! For WJEF, Columbia gives 48,493 radio homes—for WKZO, 111,022. The total is 159,515. *But the CBS mail formula gives 248,090!*

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvolts throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more?!?

** 623 feet 10 inches: record held by August F. Livenois, San Francisco.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WKZO

KALAMAZOO—EST. 1923
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By .....Fetzer Broadcasting Co.
Operated By.....John E. Fetzer
Business Address.....Burdick Hotel
Phone Number 3-1223
Studio Address.....7th Fl., Burdick Hotel
Transmitter Location.....Parchment, Michigan
Time on the Air.....6 a.m. to 12:05 a.m.; Sunday, 7 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....World, Standard
Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
Sales-Commercial Manager..John W. O'Harrow
Sales Promotion-Merchandising Manager.....John W. O'Harrow
Program Director.....Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee

•

WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By..... WJIM, Inc.
Address .....15th Floor, Bank of Lansing, Bldg.
Phone Number.....2-1333-4-5
Transmitter Location.....15th Floor, Bank of Lansing Bldg.
Time on the Air.....6 a.m. to midnight
News Service ..... UP
Transcription Service....Standard, Lang-Worth
Representative.....Broadcast Sales Co.

Personnel

President.....Harold F. Gross
Musical Director.....Earle Parchman
Record M. C.....Tom Carson
Chief Engineer .....Melvin Wirth

•

WMPC*

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: The Liberty Street Church
Address .....803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Specified Hours

Personnel

President-Station Manager.....Frank S. Hemingway
*(Non-Commercial Station)

•

WKLA

LUDINGTON— EST. 1944

MUTUAL—BLUE
MICHIGAN & WOLVERINE & KEYSTONE

Frequency 1450.....Power 250 Watts
Owned & Operated By..Ludington Broadcasting Co.
Address .....Stearns Bldg.
Phone 842
Transmitter Location.....E. Ludington Ave.
Time on the Air.....Unlimited
News Service .....UP
Transcription Service .....Keystone
Representatives .....Burn-Smith Co.

Personnel

President-Partner.....Karl F. Ashbacker
V.-P.-Partner.....Grant F. Ashbacker
General Manager.....Karl F. Ashbacker
Publicity-Program Director.....Peter A. Mars
Chief Engineer.....N. Hale Blakely
Production-Chief Announcer.....Peter A. Mars

THE MICHIGAN
WEST COAST GROUP
WKBZ —MUSKEGON
KEY STATION
WKLA —LUDINGTON
WTCM —TRAVERSE CITY
WATT —CADILLAC
SERVE
300,000 people in
WESTERN MICHIGAN
FOR COMBINATION RATES
WRITE
ASHBACKER RADIO CORP.
MUSKEGON—MICH.

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Royal Oak Broadcasting
Address..... 212 West Sixth Street
Phone Numbers.....Elmhurst 65224, Royal Oak 0815
Transmitter Location.....2201 Woodward Heights Blvd., Ferndale, Michigan
Time on the Air.....24 hours daily
News Service .....INS

Personnel

President.....George B. Hartrick
Treasurer.....Jacob B. Sparks
Station Manager-Commercial Manager.....Ellis C. Thompson
Program Director-Production-Manager-Chief Announcer.....Kirk Knight
Chief Engineer.....Jerome F. Steadley

•

WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Saginaw Broadcasting Co.
Business Address .....610 Eddy Bldg.
Phone Number.....2-5109
Studio Transmitter.....2745 Bay St.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday, 8 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service...Standard Radio, World
Representative.....Headley-Reed Co.

Personnel

President-General Mgr..Milton L. Greenebaum
Station-Sales-Commercial Manager.....Robert W. Phillips
Sales Promotion-Merchandising Manager.....E. A. Fairchild
Program Director-Production Manager.....T. W. Austin
Publicity Director.....E. A. Fairchild
Chief Announcer.....Ralph Kobernat
Musical Director.....T. W. Austin
Record M. C.....Lee Chetek
Chief Engineer.....Harold McCullen

•

WSOO

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
Owned-Operated By..... Hiawathaland Broadcasting Co.
Address .....107 West Portage Avenue
Phone Number 3000
Transmitter Location .....U. S. Highway No. 2
Time on the Air.....6:45 a.m. to 11:45 p.m.
Newspaper Affiliation .....Sault Ste. Marie Evening News
News Service .....AP
Transcription Service..Standard Radio, SESAC

Personnel

President.....Stanley R. Pratt
General Manager.....Stanley R. Pratt
Station Manager.....Stanley R. Pratt
Sales-Commercial Manager.....R. Y. Burnett
Sales Promotion-Merchandising Manager.....R. Y. Burnett
Program Director.....Vera Hotten
Publicity Director.....Wilf Morley
Chief Announcer, Record M. C....Ray Ulbrich
Chief Engineer.....E. Kaari

•

WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Broadcasting Company
Address .....Anderson Building
Phone Number .....Traverse City 1150
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Transmitter Location.....Elmwood Township
Representative.....The Walker Co.

Personnel

President-General Manager....Les Biederman
Station Manager.....R. E. Detwiler
Program Director.....William H. Kiker
Chief Engineer.....Drew McClay

•

WDMJ

MARQUETTE—EST. 1931

MUTUAL—MISSISSIPPI—KBS—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address .....146 W. Washington
Phone Number 616
Transmitter Location.....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
News Service.....UP
Transcription Service.....World Broadcasting

Personnel

General Manager.....Gordon H. Brozek

WKBZ

MUSKEGON—EST. 1926

MUTUAL—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....432 Apple Ave.
Phone Number 26-051
Studio Address.....432 Apple Ave.
Transmitter Location... Muskegon Township
Time on the Air.....6 a.m. to 12 Midnight
News Service .....UP
Transcription Service.....Associated, SESAC & McGregor
Representative.....Joseph Hershey McGilvra

Personnel

President.....Grant F. Ashbacker
General Manager.....Grant F. Ashbacker
Station Manager.....Grant F. Ashbacker
Sales-Commercial Manager.....Grant F. Ashbacker
Sales Promotion-Merchandising Manager.....Grant F. Ashback
Program Director.....Loran A. Haney
Publicity Director.....Bill L. Bennett
Chief Announcer.....Anson Van Alstyne
Chief Engineer.....George Krivitzky

THERE IS MONEY
ON THE
GOLD COAST
OF
MICHIGAN!
---WKBZ---
MUSKEGON MICHIGAN
MUTUAL NETWORK
SERVES
PROSPEROUS
WESTERN
MICHIGAN
National Representatives
JOSEPH HERSHEY McGILVRA, INC.

•

WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By ..Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number..... Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan
Time on the Air: Local sunrise to local sunset
News Service .....INS and AP
Transcription Service.....Associated SESAC
Representatives.....Burn-Smith, McGillvra

Personnel

President and General Manager .....H. Y. Levinson
Program Director.....William J. Lofbach
Chief Engineer.....Wayne N. Cook

•

WHLS

PORT HURON—EST. 1938

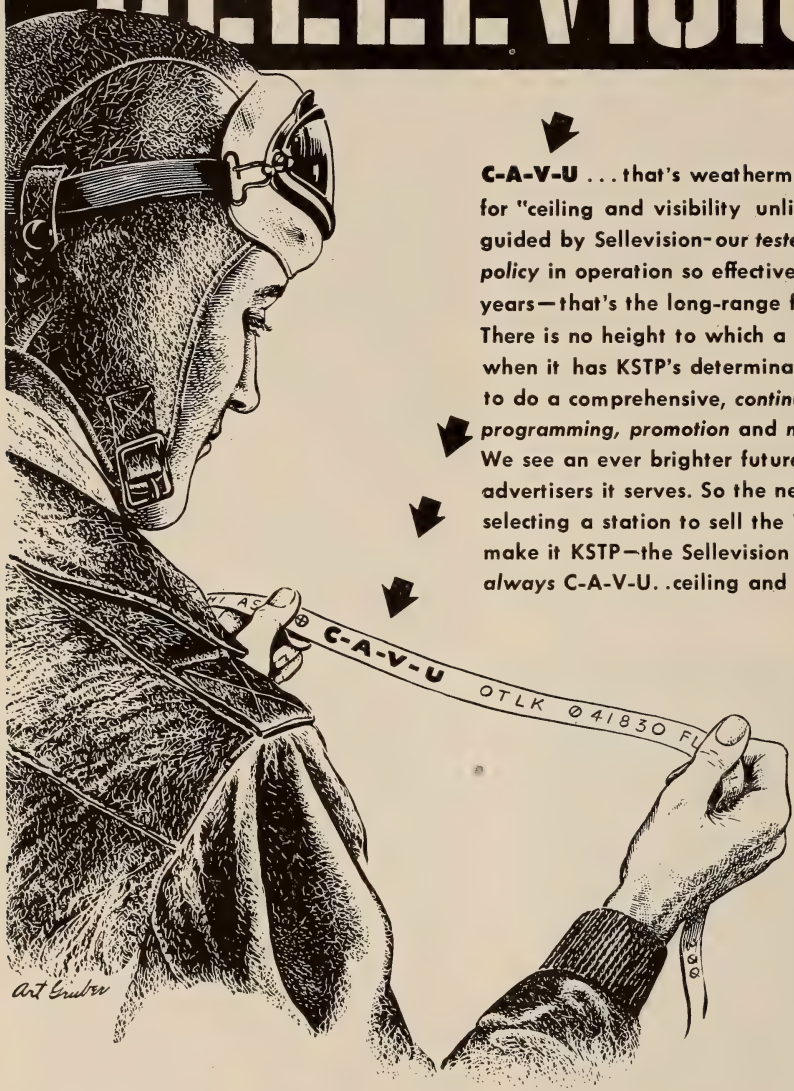
MUTUAL BROADCASTING SYSTEM
WOLVERINE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Fort Huron Broadcasting Co.
Address ..... 932 Military St.
Phone Number.....2-3151
Transmitter Location....32nd St. and Lapeer
Time on the Air.....7 a.m. to Midnight
News Service..... UP
Transcription Service.....Lang-Worth
Representative .....Gene Grant

Personnel

President-Station Manager..Harmon L. Stevens
General Manager.....Harmon L. Stevens
Sales-Commercial Manager...Robert L. Mackin
Sales Promotion-Merchandising Manager.....V. O. Cram
Program Director-Production Manager.....Lyle Patterson
Chief Announcer-Musical Director .....Lyle Patterson
Chief Engineer.....Leslie C. Conant

SELLEVISION



C-A-V-U . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellevision–our *tested station Betterment policy* in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, *continuing* job of *programming, promotion* and *merchandising.* We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellevision Station–where it's *always* C-A-V-U. .ceiling and visibility unlimited!

50,000 WATTS—CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

MINNESOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KATE

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.
DAIRYLAND—MISSISSIPPI—SO. MINN.
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin Broadcasting Company
Address .....332 So. Broadway
Phone Number 2338
Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....SESAC
Representative .....John E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
Assistant Station Mgr.....Warner C. Tidemann
Commercial Manager.....E. L. Hayek
Chief Engineer.....Lawrence Lawson

•

KLIZ*

BRAINERD

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.
Address.....307 S. Eighth St.

Personnel

Owners.....E. Thomas O'Brien, Mildred O'Brien Chalberg, John Chalberg, Mabel O'Brien Smith William Graham.

*Construction Permit

•

KDAL

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned By....Red River Broadcasting Co., Inc.
Operated By.....Dalton LeMasurier
Address.....218 Bradley Building
Phone Number.....Melrose 2628
Transmitter Location.....Foot of 63rd Ave. W.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to midnight
News Service .....AP
Transcription Service..Lang-Worth; Standard
Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager....Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Sales Promotion and Publicity Manager.....Joseph C. Cook
Program Director.....Don Mathers
Production Manager.....Joseph C. Cook
Chief Engineer.....R. A. Dettman

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WEBC

DULUTH—EST. 1924

NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By .....Head of The Lakes Broadcasting Co.
Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Transmitter Location.....40th and Tower, Superior, Wisc.
Time on the Air.....Unlimited License
News Service .....UP
Transcription Service..NBC Thesaurus, World, Cole, SESAC
Representative .....George P. Hollingbery

Personnel

Station Manager.....Walter C. Bridges
Dir. of Operations.....H. E. Westmoreland
Commercial Manager.....H. H. Dunavan
Sales Promotion-Publicity.....Sylvia Covet
Program Director-Production.....Earl Henton
Musical Director.....John Kleive
Chief Engineer.....William Lounsberry

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KGDE

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By .....Charles L. Jaren
Address .....Fergus Falls
Phone Number.....3986
Transmitter Location .....Fergus Falls
Time on the Air .....Unlimited license
Transcription Service.....SESAC
Representative.....No. Central

Personnel

General Manager .....C. L. Jaren

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WMFG

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Head of Lakes Broadcasting Co.
Address .....Androy Hotel

Phone Number 1150
Transmitter Location.....Androy Hotel
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation.....Superior (Wis.) Telegram
News Service .....UP
Transcription Service .....SESAC
Representative.....Geoge P. Hollingbery Co.

Personnel

President .....Morgan Murphy
General Manager.....W. C. Bridges
Station Manager.....H. S. Hyett
Program Director.....R. E. Coe
Chief Engineer.....Arthur Schroeder

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KYSM

MANKATO—EST. 1938

NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Operated By..Southern Minnesota Supply Co.
Owned.....F. B. Clements & Co.
Address.....101 North 2nd Street
Phone Number 4673
Transmitter Location....Belgrade Hill—North Mankato, Minn.
Time on the Air.....Unlimited
News Service .....UP
Transcription Service.....NBC, Thesaurus & Lang-Worth
Representative .....John E. Pearson Co.

Personnel

President .....F. B. Clements
General Manager.....John F. Meagher
Station-Commercial Manager..John F. Meagher
Sales Promotion-Program Director .....Bob Gardner
Production Manager.....Jerry Deane
Publicity Director.....Delphine Brudelie
Chief Announcer.....Larry Turner
Musical Director.....Maurice Piche
Chief Engineer.....Jim Houts

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WDGY

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
Owned By.....Mae C. Young
Operated By.....Lee L. Whiting
Address .....Nicollet Hotel
Phone Number.....BRidgeport 7777 (Mpls.); MIdway 6363 (St. Paul)
Transmitter Location: 7401 Wayzata Blvd., Minneapolis (Route 7)
Time on the Air.....6 a.m. to sunset, MST.
News Service..... AP
Transcription Service .....Standard Radio, Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

Owner.....Mae C. Young
General Manager.....Lee L. Whiting
Commercial Manager.....Lee L. Whiting
Sales Promotion-Merchandising Manager .....John Wilcox
Chief Announcer.....Richard M. Day
Musical Director.....Irma Coffrin
Chief Engineer.....Bernard Renk
Program-Production Director.....John T. MacKnight

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KUOM*

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By..University of Minnesota
Address.....15th & Pillsbury Ave., S.E.
Phone Number.....Main 8177
Transmitter Location..North Cleveland Avenue & Roselawn, St. Paul
Time on the Air.....Shares Time
News Service.....UP

Personnel

Station Manager.....Burton Paulu
Chief Announcer.....Robert Boyle
Production Manager.....Ruth Swanson
Chief Engineer .....Berten Holmberg
Director, Minnesota School of the Air.....Betty Girling
Musical Director.....Paul Brissey

*(Non-Commercial Station)

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WTCN

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Operated By.....Clarence T. Hagman
Owned By.....Minnesota Broadcasting Corp.
Address.....Wesley Temple Building
Phone Numbers.....Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose Township
Time on the Air.....5:30 a.m. to midnight
Newspaper Affiliation: St. Paul Dispatch-Pioneer Press
News Service.....AP & UP
Transcription Service.....Associated Music Publishers & Langworth
Representative.....Free & Peters

Personnel

President.....William J. McNally
General Manager.....Clarence T. Hagman
Station Manager.....Clarence T. Hagman
Commercial Manager.....F. Van Konyneburg
Sales Promotion Manager-Publicity Director .....Cliff Rian
Program Director.....Judy Bryson
Chief Announcer.....Jack Bell

Musical Director.....William Metchnek
Record M. C.....Ellen Boltz
Chief Engineer.....John M. Sherman

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WCCO

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM
Frequency: 830 Kc.....Power: 50000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Business Address.....625 Second Avenue So.
Phone Number.....Main 1202
Studio Addresses: 625 Second Avenue So., Minneapolis, Minn.; Hotel Lowry, St. Paul
Transmitter Location.....Anoka, Minn.
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....Lang-Worth and Standard
Representative..... Radio Sales

Personnel

President.....William S. Paley
Station Manager.....A. E. Joscelyn
Commercial Manager.....Tom Dawson
Sales Promotion Manager-Publicity Director .....Carl S. Ward
Program Director.....Eugene Wilkey
Production Manager.....E. W. Ziebarth
Musical Director.....Wallace Olson
Chief Engineer.....Hugh S. McCartney

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WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM
Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Independent Merchants Broadcasting Co.
Business Address.....1730 Hennepin Ave.
Phone Numbers..Atlantic 0406; Midway 4043
Studio Address...1730 Hennepin Ave., St. Paul
Transmitter Location.....2508 Myrtle Ave., St. Paul
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12.30 midnight
News Service .....INS
Transcription Service.....Standard
Representative.....John E. Pearson Co.

Personnel

Majority Stockholder.....Ralph L. Atlass
General-Station Manager.....Norman Boggs
Commercial Manager.....Fred F. Laws
Sales Promotion Manager-Publicity Director .....Mary Bowers
Program Director-Production Manager .....Bill Udell
Chief Announcer.....Bob Bouchier
Musical Director.....Verne Rooney
Chief Engineers.....Gene Brautigam (Studio); Harvey Headen (Trans.)
Record M. C.....Jack Thayer

KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By: KVOX Broadcasting Co., Inc.
Address..... Comstock Hotel
Phone Number..... 3-1523
Transmitter Location..14th St. and 12th Ave., South
Time on the Air.....6:30 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service .....UP
Representatives: North Central Broadcasting System
Transcription Service .....SESAC

Personnel

President.....David C. Shepard
General-Station Manager...Manuel M. Marget
Commercial-Sales Promotion Manager .....Arvid Johnson
Program Director-Production Manager .....Jocelyn Birch
Chief Announcer.....Earl Hayes
Chief Engineer.....Harry Vose

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WCAL*

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Olaf College
Business Address.....St. Olaf College
Phone Number.....Northfield 770
Studio Addresses.....St. Olaf College, 408 - 5th Ave., Minneapolis
Time on the Air.....Shares Time
News Service .....AP
Transcription Service .....Associated

Personnel

President.....Dr. Clemens M. Granskov
Director of Station.....Milford C. Jensen
Program Director.....David Johnson
Chief Announcer.....Wm. Lundquist
Musical Director.....Oscar R. Overby
Chief Engineer.....M. C. Jensen
Record M. C.....Jerry Hansen

*(Non-Commercial Station)

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KROC

ROCHESTER—EST. 1935

NBC
NORTHWEST NETWORK
SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota Broadcasting Co.

Address.....100 First Ave. Building
Phone Number 3924
Transmitter Location.....Cascade Township
Time on the Air.....6 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service .....World
Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
General and Station Manager.....L. A. Mair
Secretary-Treasurer .....Maxine Jacobs
Program Director-Production Manager .....Calvin Smith
Publicity Director.....Walter Bruzek
Chief Announcer.....Calvin Smith
Chief Engineer.....Fred C. Clarke

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KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK
MINNESOTA RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publishing Co.
Address.....Weber Building
Phone Number.....3330, 3331
Transmitter Location..... Military Highway
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....St. Cloud Times
News Service .....AP
Transcription Service .....NBC Thesaurus
Regional Sales Office.....KSTP, Radio City, Minneapolis

Personnel

President-General Manager.....Fred Schilplin
Commercial Manager.....Chester W. Erickson
Publicity Director.....Lucile Miller
Chief Engineer.....Robert B. Witschen
Chief Announcer-Record M. C...Robert Wayne

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KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
Owned-Operated By.....KSTP, Inc.
Address.....Hotel Saint Paul (St. Paul), Radio City (Minneapolis)
Phone Number.....Cedar 5511 (St. Paul), Bridgeport 3222 (Minneapolis)
Transmitter Location.....County Road C and Highway 61
Time on the Air.....5 a.m. to 2 a.m.
News Service.....AP, UP Radio News Association
Transcription Service.....NBC Thesaurus, World Broadcasting, Lang-Worth, Standard Radio
Representative.....Edward Petry & Company

Personnel

President-General Mgr.....Stanley E. Hubbard
Vice-President-Assistant Mgr.....K. M. Hance
Sales Manager.....Miller C. Robertson
Sales Promotion and Publicity Manager .....Sam Levitan
Production Manager.....Brooks Henderson
Public Service Director.....Dorothy Spicer
Musical Director.....Leonard Leigh
Farm Director.....Gary Wiegand
Chief Engineer.....John N. Fricker

(See Page 450)

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WMIN

ST. PAUL & MINNEAPOLIS EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting Company
Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number .....Nestor 6501
Transmitter Location....1287 St. Anthony Ave.
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service.....Standard Radio

Personnel

President and General Mgr...Edward Hoffman
Assistant General Mgr....Frank M. Devaney
Commercial and Sales Promotion Manager.....Samuel N. Nemer

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WHLB

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Head of the Lakes Broadcasting Co.
Address.....17th Street and Sixth Ave. South
Phone Number.....2000
Transmitter Location.....Virginia
Time on the Air.....7 a.m. to 10:30 p.m.
Newspaper Affiliation.....Superior Telegram
News Service.....UP
Transcription Service.....SESAC

Personnel

Manager.....O. H. Peterson
Chief Engineer.....William Lounsberry

KWLM

WILLMAR—EST. 1940

ABC

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Lakeland Broadcasting
Business Address.....307 W. 6th St.
Phone Numbers.....1340, 1310, 910
Transmitter Location.....Foot Lake
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Representative.....John E. Pearson Co.

Personnel

President.....H. W. Linder
General Manager.....H. W. Linder
Station Manager.....H. W. Linder
Sales-Commercial Manager.....H. W. Linder
Sales Promotion-Merchandising Manager.....Ralph E. Shepherd
Program Director.....Harland Horness
Chief Engineer.....Clinton W. Knapp

KWNO

WINONA—EST. 1938

ABC—DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Winona Radio Service
Address.....216 Center St.
Phone Number 3315
Transmitter Location.....831 Sarnia St.
Time on the Air.....6:30 a.m. to midnight; Sunday, 7:30 a.m. to midnight
Newspaper.....Winona Republican Herald
News Service .....AP
Transcription Service .....Standard
Representative.....John E. Pearson Co.

Personnel

President.....M. H. White
General and Commercial Mgr..L. L. McCurnin
Station Manager.....L. L. McCurnin
Promotion Manager.....Gordon R. Closway
Production Manager.....Irving H. Tingley
Record M. C.....Donald Bonham
Chief Engineer.....L. L. McCurnin

MISSISSIPPI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WROX

CLARKSDALE—EST. 1944

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Birney Imes, Sr.
Operated By.....Clarksdale Broadcasting Co.
Business Address.....WROX Building
Phone Number 1566
Studio Address.....WROX Building
Transmitter Location .....Clarksdale
Time on the Air..6:30 a.m. to 10:30 p.m. daily; Sunday, 6:45 a.m. to 11 p.m.
Newspaper Affiliation..Columbus Commercial Dispatch
News Service .....AP
Transcription Service.....World, Keystone
Representative.....Sears and Ayer

Personnel

President.....Birney Imes, Sr.
Station Manager.....David M. Segal
Sales-Commercial Manager....David M. Segal
Production Manager.....Carrol F. Jackson
Publicity Director.....David M. Segal
Chief Engineer.....Henry Fones

WJPR

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Services Co.
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway No. 1
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service..World, NBC Thesaurus
Representative.....Sears & Ayer

Personnel

Merchandising-Production Manager.....Ben F. Rogers
Program-Publicity Director.....Bob Thompson
Chief Announcer.....Bill McHan
Musical Director.....Ed Vincent
Record M. C.....Bill McHan
Chief Engineer.....Horace S. Colby
General Manager.....Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin

WCBI

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM
MID-SOUTH NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Operated By.....Birney Imes, Jr. (U. S. Army Air Corps.)
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses....Gilmer Hotel, Columbus;
Transmitter Location.....Tom Big Bee River Bridge
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial Dispatch
News Service.....AP
Transcription Service.....Standard Radio, Keystone Broadcasting System, M. M. Cole
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Production-Program Dir.....P. B. Hinman, Jr.
Sales-Promotion Director.....Bob McRaney
Publicity Director.....Charles Newman
Chief Announcer.....Mims Boswell, Jr.
Chief Engineer.....Holt Dyess

WCMA

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By
Corinth Broadcasting Co., Inc.
Address.....Ray Building
Representative..... Burn-Smith

Personnel

Chief Executive.....Dr. Frank M. Davis
Gen.-Com. Manager.....Aaron B. Robinson
Chief Engineer.....W. M. Essary

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WGRM

GREENWOOD—EST. 1938

NBC
MISSISSIPPI NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Address .....222 Howard Street
Phone Numbers 1900-1
Transmitter Location.....North Greenwood
Time on the Air.....6:30 a.m. to 11:05 p.m.
Transcription Service .....Standard
Representative.....Wm. G. Rambeau

NOW AVAILABLE!

The MIDSOUTH NETWORK

WCBI — WELO — WROX

COLUMBUS Miss. — TUPELO Miss. — CLARKSDALE Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

AT ATTRACTIVE PACKAGE RATES

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE PROGRESSIVE STATIONS

Birney Imes, Jr. Owner — Bob McRaney General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
SAN FRANCISCO — PORTLAND

Personnel

President .....P. K. Ewing
General-Station-Commercial Manager.....F. C. Ewing
Sales Promotion-Merchandising Manager .....Shelton Morgan
Program Director.....Grace Harris
Chief Announcer.....Van Power
Musical Director.....Joe Cudd
Chief Engineer.....William Lewis

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WGCM

GULFPORT—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By.....WGCM, Inc
Business Address.....Hewes-Martin Bldg.
Phone Number.....Gulfport 1111
Studio Addresses.....Hewes-Martin Bldg. (Gulfport)
Transmitter Location.....Arlington Heights
Time on the Air.....5:55 a.m. to 11:05 p.m.; Sundays, 7:55 a.m. to 10:15 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Representative.....Sears & Ayer

Personnel

General Manager.....Hugh O. Jones
Sales Manager.....Mrs. O. L. Owens
Program Director-Production.....C. E. Vann
Chief Engineer.....Donovan Murphy

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WFOR

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
REBEL NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting Co.
Address.....302 Hemphill St.
Phone Number.....1866-67
Transmitter Location.....W. Seventh St. and 25th Ave.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....World, Thesaurus

Personnel

President and General Manager...C. J. Wright
Commercial Manager.....H. L. Patterson
Program Director.....Ed Jenkins
Chief Engineer.....B. B. McLemore

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WJDX

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Lamar Life Insurance Company
Business Address.....Lamar Life Building
Phone Numbers.....2-1183 (Com'l Dept.), 2-2641 (Studios)
Studio Address.....Heidelberg Hotel
Transmitter Location.....U. S. Highway No. 51
Time on the Air.....6 a.m. to 11:15 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....George P. Hollingbery Company

Personnel

General Manager.....Wiley P. Harris
Chief Engineer.....P. G. Root

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WJXN

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By..Ewing Broadcasting Co.
Address.....1200 N. State St.
Phone Number.....4-8871
News Service.....INS
Transcription Service.....Standard
Representative.....William G. Rambeau Co.

Personnel

Owners.....F. C. Ewing, P. K. Ewing, Jr.
Gen.-Com. Manager.....Hugh M. Smith

WGCM VOICE OF THE MISSISSIPPI GULF COAST

COVERS MISSISSIPPI'S SECOND MARKET

You'll get good results from WGCM because this station covers a vital growing market. For instance, last year Harrison County (Gulfport-Biloxi) led the entire state of Mississippi in Food Sales; retail sales in the WGCM area totaled more than $130,000,000, and radio homes in the area almost doubled from 1940 to 1945. Write for schedules and rates.

WGCM HEWES-MARTIN BLDG. GULFPORT, MISSISSIPPI

AMERICAN BROADCASTING COMPANY
Sears & Ayers, National Representatives

Program Director.....Paul Simpkins
Promotion Manager.....Dean Linville
Chief Engineer.....Murray Ellington

WSLI

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Standard Life Broadcasting Co.
Address.....Robert E. Lee Hotel, P. O. Box 1847
Phone Number.....3-2788
Transmitter Location.....Foot of High St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Weed & Co.

Personnel

President.....Geo. W. Covington
Secretary-Treasurer.....L. M. Sepaugh
Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Chief Engineer.....C. A. Perkins

WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
REBEL NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....New Laurel Radio Station, Inc.
Address.....535½ Central Ave.
Phone Number.....288
Transmitter Location.....Ellisville Blvd.
Time on the Air.....6:30 a.m. to 11:05 p.m.; Sunday, 7:30 a.m. to 11:05 p.m.
News Service.....AP & UP
Transcription Service.....World
Representative.....George P. Hollingberry Co.

Personnel

President.....D. A. Matison
General Manager.....Ward A. Coleman
Commercial Manager.....W. C. DeHority
Sales Promotion Manager-Publicity Director.....W. A. Coleman
Chief Engineer.....Clyne Graves
Program Director-Production.....Tyler Nourse

WMBC*

MACON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Mississippi Broadcasting Co.
Business Address.....Macon Hotel

Personnel

President.....D. W. Gavin

*Under Construction

WSKB

McCOMB—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McComb Broadcasting Corp.
Business Address.....Box 111
Phone Number.....37
Studio Address.....WSKB Bldg.
Transmitter Location.....Pike County
Time on the Air.....6 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Gene Grant

Personnel

President.....Robert L. Sanders
General and Commercial Manager.....George Blumenstock
Program Director.....Julia D. Blumenstock
Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Mississippi Broadcasting Co., Inc.
Address.....Threefoot Building
Phone Number.....1042
Transmitter Location....Highway No. 45 North
Time on the Air.....7 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus Standard

Personnel

President-General Manager.....D. W. Gavin

WMOX*

MERIDIAN

Frequency: 1240kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes Jr.
Address.....514 Main St., Columbus, Miss.

*Construction Permit

WMIS

NATCHEZ—EST. 1941

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Natchez Broadcasting
Operated By.....P. K. Ewing, Jr.
Address.....City Bank & Trust Co. Bldg.
Phone Number.....580-1
Transmitter Location...Highway No. 61, North
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP

Transcription Service .....World
Representative-Nat'l.....William G. Rambeau

Personnel

President.....P. K. Ewing
General Manager-Sales-Commercial Manager.....P. K. Ewing, Jr.
Program Director.....Wilna Nichols
Chief Engineer.....George W. Wilson

WELO

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business Address.....WELO Bldg.
Phone 1242
Studio .....WELO Bldg.
Transmitter Location.....Highway 45
Time on the Air.....6 a.m. to 10:30 p.m.; Sunday, 7 a.m. to 10:30 p.m.
News Service.....AP
Transcription.....Standard, Keystone
Representatives.....Sears & Ayers

Personnel

President-Owner .....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Gene Tibbett
Sales Manager.....Bob Evans
Merchandising Manager.....Gene Tibbett
Program Directors.....Joe Russell, Margaret O'Regan
Production Manager.....Gene Tibbett
Publicity Director.....Eugene Tibbett
Chief Announcer.....Charley Boren
Musical Director.....Don Whitney
Record M. C.....Charley Boren
Chief Engineer.....LeRoy Green

WQBC

VICKSBURG—EST. 1931

ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles E. of Vicksburg
Time on the Air.....7 a.m. to 10:30 p.m.
News Service.....AP
Newspaper Affiliation.....Vicksburg Evening Post, Vicksburg Morning Herald
Transcription Service.....World Broadcasting

Personnel

President.....L. P. Cashman
General Manager.....O. W. Jones
Sales-Commercial Manager.....O. W. Jones
Program Director.....Mary Van Cashman
Chief Engineer.....C. E. Drake

A NEW ARRIVAL
A NEW SALES-WINNER
in the Transcription field

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

KSD
SAINT LOUIS

Basic Affiliate of the National Broadcasting Company

It Is 225 Miles to the Nearest
Other NBC Basic Outlet

Only Broadcasting Station in St. Louis With the Full Service of the Associated Press

Combining the Special Radio Wire
of Press Association, Inc., With
the World-Famous News Wires of AP

Greatest Daytime Coverage of Any Broadcasting Station in St. Louis

1,264,760 Radio Homes (56% Urban, 44% Rural)
5,300,943 Population in 182 Counties
$1,465,140,000.00 in Annual Retail Sales

A Distinguished Broadcasting Station Recognized Throughout Its Listening Area for Its High Standards of Programming and Advertising Acceptance

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

To Deliver YOUR Sales Message to the Greater St. Louis Market, Use

The Combination that -C-L-I-C-K-S-

KSD NBC AP

MISSOURI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KFVS

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of Cape Girardeau on Highway No. 61
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Station-Sales Manager.....Ralph L. Hirsch
Production-Program Director.....Virginia Bahn
Chief Engineer.....R. L. Hirsch
Promotion-Publicity.....R. L. Hirsch

•

KFRU

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number 4141
Transmitter Location.....Hickman Hall, Stephens College
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Star Times Publishing Company, St. Louis
News Service.....AP & UP
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
General Manager.....Mahlon Aldridge
Program Director.....Harold Douglas
Musical Director.....Dorothy Jacques
Chief Engineer.....Robert Haigh
Record M. C.....Dorothy Jacques

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KHMO

HANNIBAL—EST. 1941

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Courier Post Publishing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....5:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hannibal Courier-Post
News Service.....AP
Transcription Service.....NBC & Cole
Representative.....John E. Pearson Co.

Personnel

General Manager-Sales Promotion Manager.....Wayne W. Cribb
Commercial Manager.....Chris Jensen
Program-Musical Director.....Dud Dawson
Production Manager.....Maxine Dierking
Publicity Director-Record M. C...Gene Hoenes
Chief Announcer.....Bob McCoy
Chief Engineer.....Ben Parrish

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KWOS

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Printing Co.
Business Address.....210 Monroe
Phone Number.....4000
Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation...Jefferson City Capitol News & Post Tribune
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
General Manager.....R. L. Rose
Station Manager.....R. L. Rose
Commercial Manager.....R. L. Rose
Sales Promotion Manager-Publicity Director .....Natalie LePage
Program Director.....Ray Manning
Chief Engineer.....Harold White

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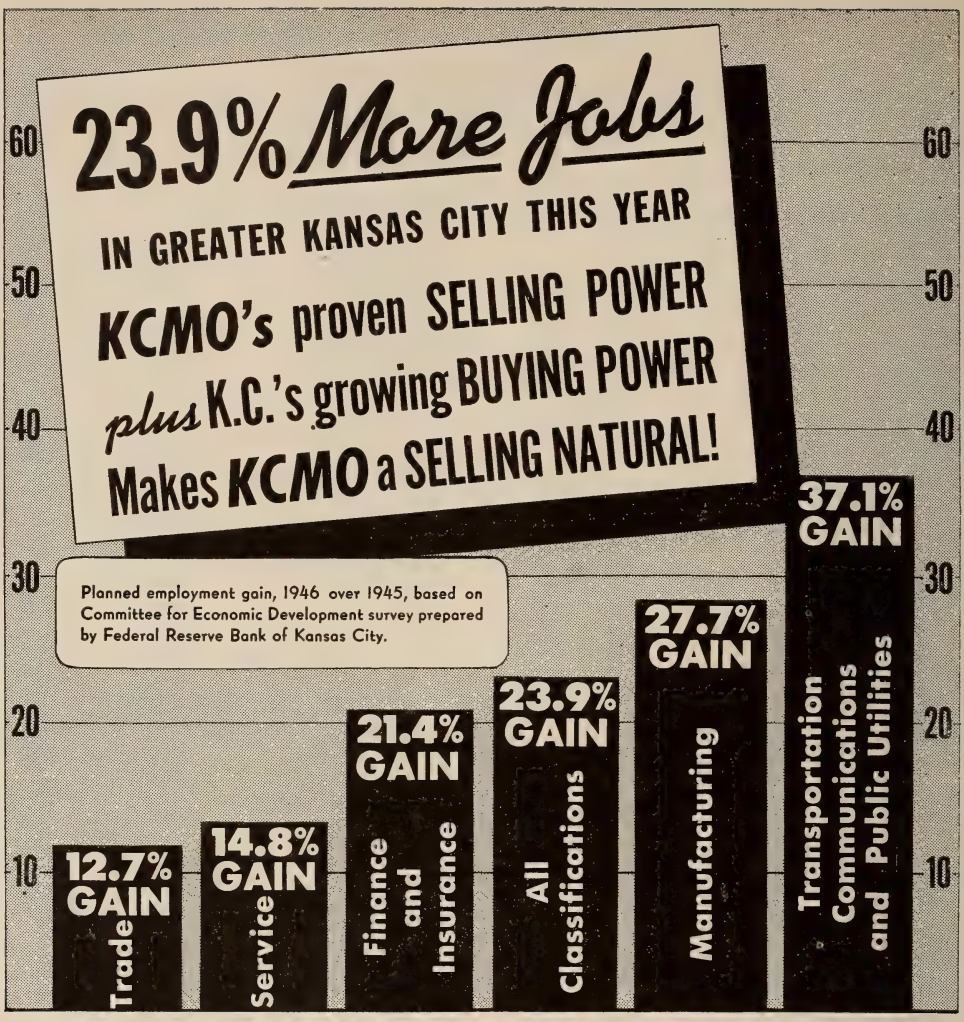
WMBH

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address.....Frisco Bldg., Sixth and Main Sts.
Phone Number 330
Transmitter Location.....1334 Roosevelt Ave.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Joplin Globe Publishing Co.
News Service.....UP



KCMO is a Selling Natural in more ways than one! Lowest cost per radio family . . . healthy program ratings . . . more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City's outstanding selling station, contact your nearest John E. Pearson office.

Today **5000 WATTS**
COMING 50,000 WATTS DAY / 10,000 WATTS NIGHT **at 810 kc**

BASIC STATION
***AMERICAN* Broadcasting Co.**
Represented by
JOHN E. PEARSON

KANSAS CITY KCMO

CHICAGO - NEW YORK - KANSAS CITY

Transcription Service...Thesaurus & Standard
Representative.....Sears & Ayer

Personnel

President-General Manager.....D. J. Poynor
Station Manager.....D. J. Poynor
Sales-Commercial Manager.....W. M. Clark
Sales Promotion.....Abe Radunsky
Program Director.....Martha Brown
Chief Announcer.....Charles McIntire
Musical Director.....Stella Lukens
Chief Engineer.....Richard Meek

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KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

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KCMO

KANSAS CITY—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1480 Kc.....Power: 5000 d.; 1000 n. (C. P. 5000 n.)
Owned-Operated By.....KCMO Broadcasting Company
Address.....1515 Commerce Building
Phone Number.....Victor 0900
Transmitter Location..Hardesty & Washington Sts.
Time on the Air.....5 a.m. to 1 a.m.; Sunday, 7:30 a.m. to midnight
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative.....John E. Pearson Co.

Personnel

General Manager.....E. K. Hartenbower
Asst. Manager.....C. E. Breazeal
Sales Manager.....C. E. Morrill
Sales Promotion Manager.....F. C. Strawn
Program Director-Production Manager.....James Coy
Publicity Director.....F. C. Strawn
Chief Announcer.....James Monroe
Musical Director.....Gene Moore
Chief Engineer.....Karl Troeglen

(See Page 462)

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KMBC

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Broadcasting Co.
Address.....Pickwick Hotel
Phone Number.....Harrison 2650
Transmitter Location....50th & Belinder Road
Time on the Air.....5:30 a.m. to midnight; Sundays, 7 a.m. to 12 midnight
News Service.....AP, UP, TP.
Transcription Service: Lang-Worth; World
Representative.....Free & Peters, Inc.

Personnel

President.....Arthur B. Church
Managing Director.....Karl R. Koerper
Director of Sales.....Sam H. Bennett
Promotion-Publicity Director...E. P. J. Shurick
Program Director.....Roderick Cupp
Chief Engineer.....A. R. Moler

(See age 464)

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WDAF

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....The Kansas City Star Company
Address.....1729 Grand Ave
Phone Number.....Harrison 1200
Transmitter Location.....82nd and Mission Road, Johnson County, Kans. ... ...
Time on the Air..Daily & Sunday, 6 a.m. to 12 midnight
Newspaper Affiliation...The Kansas City Star
News Service.....AP
Transcription Service.....Standard
Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
Station Manager.....Dean Fitzer
Program Manager.....Harry J. Kaufmann
Chief Engineer.....Joseph A. Flaherty

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WHB

KANSAS CITY—EST. 1922

MUTUAL
KANSAS STATE NETWORK
MISSISSIPPI VALLEY

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.

Personnel

President and Commercial Manager.....Donald Dwight Davis
General Manager.....John T. Schilling

Why YOU Will Prosper in GREATER KANSAS CITY

© 1945...H. M. CO.

A report by Greater Kansas City Business concerning future planned employment for this area. These facts and figures were collated and analyzed by the Research Department of the Federal Reserve Bank of Kansas City. Here is a true picture of the job opportunities ahead—and thereby an insight into tomorrow's business conditions for Kansas City. Employment planned for September, 1946, compared with the employment of fall, 1945, and of 1940, is as follows:

PLANNED EMPLOYMENT INCREASE

Business Classification	% Over Fall, 1945			% Over 1940		
	Total	Men	Women	Total	Men	Women
All Classifications	23.9	32.6	10.3	40.5	40.2	41.0
Manufacturing	27.7	29.3	23.5	39.3	41.4	33.9
Trade	12.7	41.3	2.6*	32.0	22.5	40.5
Transportation, Communications and Public Utilities	37.1	40.9	27.5	88.8	62.0	246.5
Service	14.8	22.4	4.5	21.3	32.5	7.0
Finance and Insurance	21.4	85.1	12.3*	50.3	58.2	42.4

*Decrease

YOU Will Prosper on

- *First* in Programming!
- *First* in Public Service!*
- *First* in Farm Service!
- *First* in Hooperatings!*

KMBC

OF KANSAS CITY

Free & Peters, Inc.

* Kansas City, Mo. and Kansas May through September, 1945

SINCE 1928—BASIC CBS STATION for MISSOURI & KANSAS

KWOC

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....A. L. McCarthy, O. A. Tedrick, J. H. Wolpers d/b Radio Station K W O C
Address.....1801 North Main St.
Phone Number.....1310
Time on the Air..7 a.m. to 7 p.m.; Sundays, 8 a.m. to 7 p.m.
Newspaper Affiliation.....American Republic Daily
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.

Personnel

General Manager.....P. H. Cunningham
Chief Engineer.....Don Lidenton

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KFEQ

ST. JOSEPH—EST. 1924

ABC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Address.....Schneider Building, 7th and Felix Streets
Phone Number.....4-0813
Transmitter Location.....5½ miles North Northeast of St. Joseph
Time on the Air..5:45 a.m. to midnight daily; 7 a.m. to midnight, Sunday
Newspaper Affiliation..St. Joseph News-Press, Gazette
News Service.....UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Headley-Reed Company

Personnel

President .....Barton Pitts
General Manager.....Barton Pitts
Station Manager.....Barton Pitts
Sales-Commercial Manager..Glen G. Griswold
Sales Promotion Manager.....J. Ted Branson
Program Director-Musical Director.....H. H. Packard
Production Manager.....Rollin Mabie
Publicity Director.....J. Ted Branson
Chief Announcer.....Dee D. Denver,, Jr.
Record M. C.....Lawrence M. Parker
Chief Engineer.....Fred Damm

KFUO*

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
Owned By.....Evangelical Lutheran Synod of Missouri, Ohio and other states
Operated By....Board of Control of Concordia Seminary
Address.....801 DeMun Ave.
Phone Number.....DELmar 3030
Transmitter Location.....801 DeMun Ave.
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....World

Personnel

Director.....Herman H. Hohenstein
Production Manager-Chief Announcer, Elmer Knoernschild
Program Director.....H. H. Hohenstein
Director of Public Relations.....Paul C. Barth
Chief Engineer.....Albert Wiese

*(Non-Commercial Station)

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

LOOKING INTO THE PAST,

For years, KXOK has grown steadily and impressively, gaining appreciative audiences and selling important markets.

Today, KXOK's vast daytime audience covers 114 counties—the rich oil fields of central and southern Illinois; the bounteous agricultural areas of northwest Kentucky, southwest Indiana, central and eastern Missouri, and several cities throbbing with industry.

KXOK's present important standing has been gained through top programs with all-round appeal and complete, award-winning promotional activities.

PRESENT, FUTURE

KXOK's sturdy past and present make a strong foundation for a mighty future. The "blueprints" for its future now include the conditional FM grant and applications for television and facsimile*—and, of course, tops in programs and energetic, consistent promotional activities.

KXOK

SAINT LOUIS 1, MISSOURI

Owned and Operated by the St. Louis Star-Times

630 KILOCYCLES, 5,000 WATTS FULLTIME—
AMERICAN BROADCASTING CO.
Represented by John Blair & Co.
Offices in New York • Chicago • St. Louis • Los Angeles
San Francisco

* *Soon To Be Filed*

KMOX

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Address.....401 South Twelfth Blvd.
Phone Number.....Central 8240
Transmitter Location..16 miles south of St. Louis
Time on the air.....Sundays, 6 a.m. to 1 a.m.; weekdays, 5 a.m. to 1:30 a.m.
News Service.....AP, UP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Radio Sales

Personnel

General and Station Manager.....Wendell B. Campbell
Assistant to Manager-Public Relations Director .....Jerry Hoekstra
General Sales Manager.....David V. Sutton
Local Sales Manager.....J. Soulard Johnson
Sales Promotion Manager.....C. W. Doebler
Program Director.....Jack Sexton
Production Manager.....Lewis Shumate
Publicity Director.....David Moore
Musical Director.....Seth Greiner
Chief Engineer.....Harry Harvey

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KSD

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Pulitzer Publishing Company
Address.....1111 Olive St.
Phone Number.....Main 1111
Transmitter Location....Twelfth and Olive Sts.
Time on the Air.....5:30 a.m. to 12:30 a.m.; Sundays, 7 a.m. to 12:30 a.m.
Newspaper Affiliation.....St. Louis Post-Dispatch
News Service .....AP
Transcription Service...NBC Thesaurus, World
Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
General Manager.....George M. Burbach
Commercial Manager.....Edward W. Hamlin

(See Page 400)

KWK

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)
Owned-Operated By.....Thomas Patrick, Inc.
Address..Hotel Chase, Lindell & Kingshighway
Phone Number.....Rosedale 3210
Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to 12:15 a.m.
News Service.....AP & UP
Transcription Service.....World Broadcasting System
Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
Station Director.....Ray E. Dady
Assistant Director.....John W. Tinnea
Commercial Manager.....V. E. Carmichael
Merchandising Manager....Thomas E. Richter
Program Director.....Russel C. Kaiser
Production Manager.....Thad Shore
Publicity Director.....Robert J. Richardson, Jr.
Chief Announcer.....Fred Moegle
Musical Director.....Carl Hohengarten
Chief Engineer.....N. J. Zehr

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KXOK

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Star-Times Pub. Co.
Address.....12th and Delmar Blvds.
Phone Number.....CHestnut 3700
Transmitter Location.....Horse Shoe Lake, Madison County, Ill.
Time on the Air..5 a.m. to 1 a.m. daily; 6 a.m. to 1 a.m. Sunday
Newspaper Affiliation.....St. Louis Star-Times
News Service.....INS, UP, Reuters
Transcription Service.....Associated Music Publishers; Standard Radio
Representative.....John Blair & Company

Personnel

President-Owner.....Elzey M. Roberts
General Manager-Station Mgr..Chet L. Thomas
Commercial Manager.....V. N. Springgate
Sales Promotion Manager..Mauriel Medearis
Production Manager.....Elmer G. Muschany
Publicity Director.....Ralph Gentles
Musical Director.....Emmett Schuster
News Editor.....Mahlon Aldridge
Chief Engineer.....Arthur Rekart

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Numbers.....FRanklin 5665-6-7
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....6 a.m. to local sunset
News Service.....INS
Transcription Service.....Standard Radio, Lang-Worth; World
Representative.....John E. Pearson

Personnel

President .....Rev. Patrick J. Holloran, S. J.
General Manager.....Nicholas Pagliara
Sales Manager.....Leonard Frankel
Program Director.....Don Lochner
Publicity Director.....Clifford Lanctot
Chief Announcer.....O. J. McQuigg
Chief Engineer....Brother George Rueppel, S.J.

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WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Missouri Broadcasting Corp.
Address.....Melbourne Hotel
Phone Number.....Jefferson 8403
Transmitter Location.....Melbourne Hotel
Time on the Air: 7 a.m. to 11 p.m.; Saturdays, 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio, Lang-Worth, MacGregor
Representative.....William G. Rambeau Co.

Personnel

President.....L. A. Benson
V-P, General Manager and Station Manager.....C. W. Benson
Commercial Manager.....Kenneth Parke
Sales Production-Merchandising....Bill Durney
Record M. C.'s.....Vern King, Ed Rutledge
Chief Engineer.....Edward Goodberlet

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KDRO

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Milton J. Hinlein d/b as
Address.....Broadway at State Fair Blvd.
Phone Numbers.....4004, 4005
Transmitter Location.....Broadway at State Fair Blvd.
Time on the Air.....Unlimited
News Service.....UP
Representative.....The Walker Company

Personnel

President.....Milton J. Hinlein
General and Station Manager..Phoebe E. Trout
Sales-Commercial Manager..William W. Davis
Sales Promotion.....William W. Davis
Program Director.....Maxine Fisher
Chief Engineer.....Wayne Pash

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KGBX

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By..Springfield Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....Bolivar Road
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingberry Co.

Personnel

President.....Jeanne Bixby
Station and Commercial Manager .....J. Gordon Wardell
Program Director.....Carl Fox
Promotion Manager.....Dudley Morris
Chief Engineer.....E. Dennis White

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

KTTS

SPRINGFIELD—EST. 1941

COLUMBIA
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce Bldg.
Time on Air.....6:30 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System, MacGregor
Representative .....Sears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
General-Station Manager....G. Pearson Ward
Commercial Manager.....Bob Burke
Sales Promotion Manager....G. Pearson Ward
Chief Engineer.....William F. Curry

KWTO

SPRINGFIELD—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Ozarks Broadcasting Co.
Address.....508 St. Louis St.
Phone Number 1360
Time on the Air.....5 a.m. to midnight
News Service .....UP
Transcription Service.....Standard
Representative.....John E. Pearson

Personnel

Chairman of Board.....Lester E. Cox
President & General Manager..Ralph D. Foster
V-P & Treasurer.....C. Arthur Johnson
Sales Manager.....Leslie L. Kennon
Sales Promotion Manager....Ralph A. Nelms
Acting Program Producer.....Lou Black
Chief Announcer.....Charles Seiferd
Musical Director.....Virgil Phillips
Chief Engineer.....Fritz Bauer

MONTANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KGHL

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Northwestern Auto Supply Co.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location.. 7 miles west of Billings
Time on the Air.....6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....AP & UP
Transcription Service.....Standard, NBC Thesaurus, World
Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
General Manager.....Ed Yocum
Station Manager.....V. Braunberger
Sales-Commercial Manager.....Ed Yocum
Sales Promotion Manager-Chief Announcer .....Harry Turner
Program Director.....M. V. Braunberger
Production Manager.....Frank Manzari
Publicity Director.....Maurice Enright
Musical Director.....George Heins
Chief Engineer.....Jeff Kiichli

(See Page 470)

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KRBM

BOZEMAN—EST. 1939

ABC—NBC
Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..KRBM Broadcasters, Inc.
Address.....103 W. Main St.
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....7:15 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service...Lang-Worth, Keystone
Representative.....The Walker Co.

Personnel

President-General Manager...Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director.....Larry Binder
Chief Engineer.....Jack Provis

The Formula For Coverage

POWER + FREQUENCY + CONDUCTIVITY

POWER	**5000 W.**	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	**790 kc.**	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	**FAVORABLE**	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	**MAXIMUM**	No other station can match KGHL's coverage* of Montana and Northern Wyoming. KGHL Primary Area *Population ..... 326,777 Retail Sales ..... $180,033,000 Radio Homes ..... 72,630 Source: Katz Research Bureau

NBC AFFILIATED STATION

KGHL

THE DOMINANT STATION in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

KGIR
BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address.....Box 1956, Butte
Phone Number.....2-2344
Transmitter Location.....Butte
Time on the Air.....7 a.m. to midnight
News Service.....UP
Transcription Service.....Lang-Worth; C. P. McGregor
Representative.....The Walker Co.

Personnel

Manager.....Ed. B. Craney
Station Manager-Sales Manager..Arne Anzjon
Sales Promotion-Merchandising Manager.....John Schile
Program Director-Production Manager.....Mel Jass
Chief Announcer.....Mel Jass
Chief Engineer.....Jack Provis

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KFBB
GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By...Buttrey Broadcast, Inc.
Address.....605 First National Bank Building
Phone Number.....4377, 4378
Transmitter Location..4½ miles west of Great Falls
Time on the Air....6 a.m. to 11:30 p.m. daily; 8 a.m. to 11:30 p.m. Sunday
News Service.....UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....Weed & Company,

Personnel

President.....F. A. Buttrey
General Manager.....J. P. Wilkins
Program Director.....LeRoy Stahl
Chief Engineer.....Wilbur L. Myhre

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KPFA
HELENA—EST. 1937
NATIONAL BROADCASTING CO.—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number.....1240
Transmitter Location.....Helena
Time on the Air.....8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....The Walker Co., Pacific Northwest Broadcasters

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Chief Engineer.....R. B. Martin

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KGEZ
KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
Lessee.....A. W. Talbot
Operated By.....A. W. Talbot
Address.....203 - 1st Ave. E.
Phone Number.....332 (Office), Rural 3220 (Transmitter)
Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93
Time on the Air.....8 a.m. to 8 p.m.
News Service.....UP
Transcription Service.....World

Personnel

President.....A. W. Talbot
Station & General Manager..Donald C. Treloar
Commercial Manager.....Glenn E. Millhouse
Program-Production Director..Donald C. Treloar
Promotion-Publicity Director..Donald C. Treloar
Musical Director.....Maurice Driscoll
Chief Engineer, Acting.....Paul Johnston
Record M. C.....Paul Johnston

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KRJF
MILES CITY—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 N. Sixth St.
Phone Number.....60, 61
Studio Address.....U. S. Highway No. 212
Transmitter Location...U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation.....Miles City Star
News Service.....UP
Transcription Service....World Broadcasting; Keystone Broadcasting System

Personnel

General Manager.....W. F. Flinn
Station Manager.....Don Tannehill
Sales-Commercial Manager.....D. E. Tannehill
Chief Announcer.....Robert T. Wilson
Chief Engineer.....Ian Elliott

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KGVO
MISSOULA—EST. 1931
COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Mosby's Inc.
Address.....132 W. Front St.
Phone Number.....2155
Transmitter Location.....Highway No. 10

Time on the Air.....6:45 a.m. to midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

President and Station Manager....A. J. Mosby
Sales Manager.....Harry Bennett
Publicity Director.....Bill Zietzke
Sales Promotion.....Don Jones
Program Director.....Lee Saunders
Production Manager.....Mary Bertholdt
Chief Announcer.....Sid McSloy
Musical Director.....Ragna Phelps
Record M. C.....George Livesey
Chief Engineer.....Merrill Chapin

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KGCX

SIDNEY—EST. 1926

MUTUAL

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address.....109 So. Central Ave.
Phone Number.....408
Studio Address.....Suckstorff Bldg.
Transmitter Location.....4½ miles N. E. of Sidney
Time on the Air.....7 a.m. to 10 p.m.
Transcription Service .....World
Representative.....North Central Broadcasting System

Personnel

President-General Manager...E. E. Krebsbach
Station Manager-Sales-Commercial Manager.....E. Clair Krebsbach
Sales Promotion-Merchadising Manager .....Jack Britton
Program Director.....William J. Brady
Chief Announcer.....Jack Britton
Chief Engineer.....Q. V. Prochaska

NEBRASKA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KORN

FREMONT—EST. 1939

MUTUAL—NORTH CENTRAL
MISSISSIPPI VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Nebraska Broadcasting Corporation
Address.....Pathfinder Hotel
Phone Number 1060
Transmitter Location.....E. 16th St., Fremont
Time on the Air.....6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
General Manager.....Lumir Urban
Commercial Manager.....Lumir Urban
Program Director.....Marjorie Christensen
Chief Announcer.....Don French
Record M. C.'s.....Jim O'Neill, Bob Lee
Chief Engineer.....Philip Stevens
Sales Promotion.....Lumir Urban
Production Director.....Bill Ross

KMMJ

GRAND ISLAND—EST 1926

ABC

Frequency 750 Kc.....Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address.....At Cedar Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air.....Sunrise to Sunset
News Service.....UP
Transcription Service.....Standard Radio, SESAC, Republic, NAB Bonus
Representative.....Headley-Reed Co.

Personnel

President.....Don Searle
General Manager.....Wick Heath
Asst. General Manager.....Bill Martin
Commercial Manager.....Bill Martin
Sales Promotion-Merchandising Manager-Publicity Director.....Ed Skinner
Program Director.....Orie Kerwood
Production Manager.....Dick Yarnell
Farm & Public Service Director...George Kister
Musical Director.....Jim Johnson
Record M. C.....Raymond Kozak
Chief Engineer.....Don Campbell

KHAS

HASTINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska Broadcasting Co.
Address.....Tribune Bldg.
Phone Number.....1745-6
Transmitter Location.....Tribune Bldg.
Time on the Air.....Weekdays, 6 a.m. to midnight; Sundays, 8 a.m. to 9:30 p.m.
Newspaper Affiliation..Hastings Daily Tribune
News Service.....AP
Transcription Service .....World Broadcasting System

Personnel

President.....D. W. Clark
Chief Executive.....Fred A. Seaton
Station-General Manager.....Duane L. Watts
Commercial Manager.....Ken James
Program-Production Manager.....Herb Clark
Chief Engineer.....Duane Allison

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KGFW

KEARNEY—EST. 1928

MUTUAL
NEBRASKA WIRELESS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Nebraska Broadcasting Corporation
Address.....Federal Annex Bldg.
Phone Number.....Executive office, 23541, Program Dept., 31551
Transmitter Location .....Lakeside
Time on the Air.....6:30 a.m. to 10:15 p.m.
News Service .....UP
Transcription Service .....Keystone
Representative.....Sears & Ayer, Inc.

Personnel

President.....Lloyd C. Thomas
General Manager-Station-Sales Commercial Manager.....E. Anson Thomas
Program Director.....Peg Biber
Publicity Director.....John Mitchell
Chief Announcer.....Tom Cary
Musical Director.....Norma Applegate
Chief Engineer.....Jack Lewis

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KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 10000 Watts
Owned-Operated By.....KFAB Broadcasting Company
Address.....Sharp Bldg., Lincoln, Farnam Bldg., Omaha
Phone Number.....2-3214
Transmitter Location....17th and Holdrege Sts.
Time on the Air.....5 a.m. to 1 a.m.
Newspaper Affiliation.....Nebraska State Journal, Lincoln Star
News Service.....AP & UP
Transcription Service.....Standard Radio, M. M. Cole
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....Harry D. Burke
Station Manager.....C. Earl Williams
National Sales Manager.....Robert M. Dooley
Commercial Manager.....Harry D. Burke
Sales Promotion Manager-Publicity Director.....Harold E. Roll
Program Director.....L. A. Miller
Production Manager....William E. MacDonald
Chief Announcer.....Lyell Bremser
Musical Director.....Alene McKinney
Chief Engineer.....Mark W. Bullock

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KFOR

LINCOLN—EST. 1924

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Cornbelt Broadcasting Corporation
Address.....Stuart Bldg.
Phone Number 2-6965
Transmitter Location.....4745 Vine St.
Time on the Air..7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays
News Service.....INS; AP
Transcription Service .....Standard Radio, Associated,
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Charles T. Stuart
General Manager.....Gordon Gray
Station Manager.....Melvin Drake
Promotion Manager.....Bill Malone
Program Director.....Ken Stuart
Commercial Manager.....W. O. Edholm
Chief Engineer.....Charles Winkler

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WJAG

NORFOLK—EST. 1922

Frequency: 780 Kc.....Power: 1000 Watts
Owned-Operated By.....Norfolk Daily News
Business Address.....Norfolk Ave. & 6th St.
Phone Number.....432
Studio Address.....Norfolk Ave. & 6th St.
Transmitter Location...West Koenigstein Ave.
Time on the Air.....Shares Time
Newspaper Affiliation.....Norfolk Daily News
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.

Personnel

President.....Gene Huse
General Manager.....Art Thomas
Station Manager.....Art Thomas
Sales-Commercial Manager.....Art Thomas
Sales Promotion-Merchandising Manager.....Vernon Stedry
Program Director-Publicity Director.....Hollis Francis
Production Manager.....Hollis Francis
Chief Announcer.....Hollis Francis
Musical Director.....Hollis Francis
Record M. C.....Hollis Francis
Chief Engineer.....F. W. Weidenbach

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KODY

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WOW, Inc., Omaha
Address.....1521 West 12th St.
Phone Number.....382
Time on the Air.....6 a.m. until 12 midnight
News Service.....UP and AP
Transcription Service....Standard, Lang-Worth
Representative.....John Blair & Co.

Personnel

President.....John J. Gillin, Jr.
General Manager.....John Alexander
Commercial Manager.....Joe Di Natale
Merchandising Manager.....Jerry Wing
Program Director.....John Alexander
Production Manager.....Ed Launer
Publicity Director.....Joe Di Natale
Musical Director.....Dorothy Roberts
Record M. C.....Dave Button
Chief Engineer.....Beuford Eaves

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KBON

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Inland Broadcasting Company
Address.....2027 Dodge Street
Phone Number.....Jackson 8282
Transmitter Location.....2027 Dodge St.
Time on the Air.....6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....AP
Transcription Service.....World
Representative.....Weed & Co.

Personnel

President.....John K. Morrison
General Manager.....Paul R. Fry
Station Manager.....R. E. Welna
Sales-Commercial Manager.....Paul R. Fry
Sales Promotion-Merchandising Manager.....M. K. Doyle
Program Director.....Richard E. Welna
Production Manager.....H. E. Bader
Publicity Director.....M. K. Doyle
Chief Announcer.....Dick McCann
Musical Director.....E. S. Priesman
Record M. C.....Charles Jackson
Chief Engineer.....Percy Ziegler

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KOIL

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Central States Broadcasting Co.
Address.....Omaha National Bank Bldg.
Phone Number.....Jackson 7626
Transmitter Location.....Council Bluffs, Iowa
Time on the Air.....6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....INS; AP
Transcription Service.....Standard Radio, Associated
Representative.....Edward Petry & Co.

Personnel

President.....Charles T. Stuart
General Manager.....Gordon Gray
Assistant General Manager....Harold Hughes
Sales-Commercial Manager.....W. O. Edholm
Sales Promotion-Merchandising Manager.....Angus Nicoll
Program Director-Production Manager.....Harold Hughes
Publicity Director.....Angus Nicoll
Chief Announcer.....Harry Peck
Musical Director.....Teresa Bredar
Record M. C.'s.....Byron Head, Lee Barron
Chief Engineer.....C. W. Winkler

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KOWH

OMAHA—EST. 1922

ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc.....Power: 500 Watts
Owned By.....World Publishing Co.
Operated By.....Omaha World-Herald
Business Address.....15th and Farnam Sts.
Transmitter Location.....60th & Girard
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....World, Associated
Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
Station Manager.....B. C. Corrigan
Musical Director.....George Johnson
Chief Engineer.....Frank E. Shopen

WOW

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.
NEBRASKA NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.Radio Station WOW, Inc.
Address..Insurance Building, 17th & Farnam Streets
Phone .....Webster 3400
Transmitter Location.....5500 Kansas Ave.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....UP, Chicago Daily News Foreign Service, AP
Transcription Service.....NBC Thesaurus; Lang-Worth; Standard
Representative.....John Blair & Company

Personnel

President and General Mgr..John J. Gillin, Jr.
Promotion Manager.....Bill Wiseman
Program Manager.....Lyle DeMoss
Musical Director.....Morton Wells
Chief Engineer.....William J. Kotera
Technical Supervisor.....Joseph Herold

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KGKY

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hilliard Co.
Business Address.....1517½ Broadway
Phone Number 856
Studio Address.....1517½ Broadway
Transmitter Location .....South Broadway
Time on the Air.....16 hours daily
News Service .....UP
Transcription Service.....Standard Radio

Personnel

President-General Manager, Station Manager.....L. L. Hilliard
Sales-Commercial Manager.....R. M. Stewart
Chief Engineer.....Harland Morrison

NEVADA

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KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By.....Boulder City Co.
Address.....P. O. Box H
Phone Number.....247
Transcription Service.....World

Personnel

Chief Executive.....J. Clarence Manix
Mgr.-Chief Enginee.....Calvert C. Applegate

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(Call Letters to Be Assigned)

ELY*

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By
Boulder City Broadcasting Co.
Address.....Ely, Nevada
*Construction Permit

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KENO

LAS VEGAS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcasting Company
Business Address.....P. O. Box 1310
Phone Number 1400
Studio Address .....El Rancho Vegas
Transmitter Location.....El Rancho Vegas
Time on the Air.....6 a.m. to 11 p.m.
Transcription Service...NBC Thesaurus, World

Personnel

President-General Manager.....Maxwell Kelch
Commercial Manager.....Paul R. Gang

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KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting Co. of Nevada
Address.....143 Stevenson Street
Phone Number 5106-7
Transmitter Location.....County Road
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
News Service .....UP, AP
Transcription Service...NBC Thesaurus, World
Representative .....Paul H. Raymer Co.

Personnel

President .....Eleanor McClatchy
Station Manager.....Robert L. Stoddard
Commercial Manager.....George Carr

NEW HAMPSHIRE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WCNH*

CONCORD

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Concord Broadcasting Corp.
Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.

*Construction Permit

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WKXL

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address .....Eagle Hotel
Transmitter Location.....Concord, N. H.
Time on the Air.....6:30 a.m. to midnight;
Sundays, 8 a.m. to midnight
News Service .....AP
Representatives..New York: Walker Company

Personnel

President.....Charles M. Dale
Vice-President-General Manager..Bert Georges
Sales Manager.....Keith Field
Chief Engineer.....Paul G. Lindsay

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WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location..... Stanhope Ave.
Time on the Air.....6 a.m. to midnight;
Sundays, 8:30 a.m. to midnight
News Service ..... UP
Transcription Service .....World
Representative .....Headley-Reed Co.

Personnel

President .....Harry C. Wilder
Vice Pres. Gen. Mgr.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Howard W. Wheelock
Chief Engineer.....Ernest F. Batchelder, Jr.

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Northern Broadcasting
Address .....653 Main Street
Phone Number..... Laconia 501
Transmitter Location.....Lower Bay Road,
Sanbornton, N. H.
Time on the Air.....7:00 a.m. to 11:15 p.m.;
News Service ..... AP
Transcription Service .....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President..... Vernon Mason
General Manager.....Malcolm Jenney
Station Manager-Sales.....Martin B. Avery
Sales Promotion.....Martin B. Avery
Program-Director.....Sherwin Greenlaw
Pubicity Director.....Martin B. Avery
Chief Announcer-Directo.r..Sherwin Greenlaw
Chief Engineer.....Louis C. Steady

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WFEA

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned By.....H. M. Bitner
Operated By.....Melvin C. Green
Address.....286 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air.....6 a.m. to 12:05 midnight;
Sunday, 7:45 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative...Bertha Bannan, Katz Agency

Personnel

President.....Harry M. Bitner
General Manager.....Melvin C. Green
Sales-Commercial Manager..William C. Engel
Sales Promotion.....William C. Engel
Chief Announcer.....Gerald Kearney
Chief Engineer.....Reginald Schow

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WMUR

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Radio Voice of New
Hampshire, Inc.
Address..... 1819 Elm Street
Phone Number 2090-2091
Transmitter Location.....Front Street
Time on the Air.....6 a.m. to 11:30 p.m.

News Service..... AP
Transcription Service.....World Broadcasting
Representatives..... Weed, R. C. Foster & Company

Personnel

President .....Francis P. Murphy
Station Manager .....Harvey Carter
Commercial Manager.....Hervey Carter
Chief Engineer.....Vincent H. Chandler

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WHEB

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

Frequency: 750 Kc.....Power: 1000 Watts
Owned-Operated By.....WHEB, Inc.
Address.....Lafayette Road, U. S. Highway No. 1
Phone Number.....4080
Transmitter Location....Lafayette Road, U. S. Highway No. 1
Time on the Air.....Daytime
News Service.....UP, AP
Transcription Service..NBC Thesaurus, World
Representative ..... Walker

Personnel

Owner.....Hon. Charles M. Dale
General Manager .....Bert Georges
Sales Manager .....Keith Field
Chief Engineer.....Paul Lindsay

NEW JERSEY

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WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. .....Power: 500 Watts
Owned-Operated By .....Radio Industries Broadcast Company, Inc.
Business Address.....4 Convention Hall
Phone Number.....Asbury Park 1911
Transmitter Location.....Whiteville Section Neptune, N. J.
Time on the Air.....Shares with WCAM
News Service .....AP
Transcription Service.....BMI, World
Representative.....Spot Sales, Inc.

Personnel

President.....Walter W. Reid, Jr.
General Manager.....Morris Scheck
Station Manager-Program Director.....V. N. Scholes
Chief Engineer.....Alphonse Bressan

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WBAB

ATLANTIC CITY—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number 5-1111
Studio Address....Absecon Blvd. and Beach Thorofare
Transmitter Location: Absecon Blvd. & Beach Thorofare
Time on the Air.....7 a.m. to 12:05 midnight
Newspaper Affiliation: Atlantic City Press; Atlantic City Evening Union
News Service .....AP
Transcription Service.....World Broadcasting System
Representative..... Headley-Reed Co.

Personnel

President .....Albert J. Feyl
General Manager.....Monroe L. Mendelsohn
Station Manager.....Monroe L. Mendelsohn
Production Manager.....Ralph Shoemaker
Chief Engineer.....Earle Godfrey

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WFPG

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....Neptune Broadcasting Corporation
Business Address ..... Steel Pier
Phone Number.....5-2188
Transmitter Location.....Steel Pier
Time on the Air.....6:55 a.m. to 1 a.m.
News Service.....UP
Transcription Service .....Associated Music
Representative.....Joseph Hershey McGillvra, Inc.

Personnel

President.....John J. Laux
General Manager-Station Manager.....Edwin E. Kohn
Chief Engineer.....Blair K. Thron

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WSNJ

BRIDGETON—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern States Broadcasting Corp.
Address .....Carll's Corner

Phone Numbers.....Bridgeton 1600, 2353
Transmitter Location.....Carll's Corner
Time on the Air.....6:45 a.m. to midnight
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....Thomas F. Clark Co., Inc.

Personnel

President .....Elmer Wene
General Mgr.-Station Mgr.-Sales-Commercial Mgr.....Paul Alger
Program Director-Production Manager.....Charles D. Murray
Chief Engineer.....Francis C. Fekel

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WCAM

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden
Address .....City Hall
Phone Number.....Camden 0907
Transmitter Location....Civic Center, Camden
Time on the Air.....Shares Time
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Mack Radio Sales Co.

Personnel

Chief Executive....Mayor George E. Brunner
General Manager.....William Markwood
Sales Promotion Manager.....L. M. Maxwell
Chief Engineer.....Clarence E. Owens

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WHOM

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. ..Power: 1000 d.; 500 n.
Owned-Operated By.....Atlantic Broadcasting Co., Inc.
Business Address..29 W. 57th St., New York, N. Y.
Phone Number.....Plaza 3-4204
Studio Addresses.....30 Journal Square; 29 W. 57th St., New York City
Transmitter Location.....Washington Street
Time on the Air.....6:30 a.m. to midnight; Sunday, 7:30 a.m. to midnight
Newspaper Affiliation....Des Moines Register & Tribune, Cowles Broadcasting Co.
News Service.....AP & UP
Transcription Service.....Standard
National Sales Office....H. T. Ens, Jr., 29 West 57th St., N. Y. C.
Representatives.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
Exec. V-P-Station Manager....Craig Lawrence
Commercial Sales Manager.....J. M. Compter
Program Director.....Chas. Baltin
Production Director.....Maurice Barrett
Sales Promotion Manager.....G. Miner
Musical Director.....Giuseppe DeLuca
Chief Engineer .....Theodore Gemp
Chief Ann-Record M. C.....Jack O'Reilly

(See Page 500)

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WAAT

NEWARK—EST. 1926

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By .....Bremer Broadcasting Corporation
Address .....11 Hill St., Newark
Phone Number.....Mitchell 2-6400
Studio Address.....15 Hill St., Newark
Transmitter Location.....Kearny
Time on the Air.....24 hours daily
News Service.....UP & AP
Transcription Service.....World-Associated
Representative.Radio Advertising Co., Chicago

Personnel

Executive V. P.-General Manager.....Irving Robert Rosenhaus
V. P. in Chg. of Sales.....A. B. Schillin
V. P. in Chg. of Nat. Sales.....Victor Bennett
Program Director.....Dale Kennedy
Chief Engineer.....Frank V. Bremer

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WHBI

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
Owned-Operated By .....May Radio Broadcast Corp.
Address .....100 Shipman Street
Phone Number .....Mitchel 2-7354
Transmitter Location..... Newark
Time on the Air.....Limited

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WBRB

RED BANK—EST. 1944

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..Monmouth Broadcasting Co., Inc.
Address.....63-65 Broad St.
Transmitter Location.....63 Broad St.
Time on the Air.....Show Time
Representative.....Forjoe & Company

Personnel

Sales Manager.....John C. Bird

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WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....North Jersey Broadcasting Co., Inc.
Address .....7 Church St., Paterson

Phone Numbers.....Armory 3-3400 (Paterson), PEnn 6-2945 (New York)
Transmitter Location.....Clifton, N. J.
Time on the Air.....To local sunset
News Service .....UP
Representative.....Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
General-Station Manager....Sidney J. Flamm
Sales-Commercial Manager.....Herman Fields
Sales Promotion-Mdse. Mgr...Ralph Silver, Jr.
Program Director-Production.....Ted Webbe
Publicity Director.....Dave Golden
Chief Engineer.....Earl Lucas

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WTNJ

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address .....416 Bellevue Avenue
Phone Number 8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Time on the Air.....Shares Time
News Service..... UP

Personnel

Vice-President-General Manager..F. J. Wolff

WTTM

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
Owned By.....Elmer H. Wene
Operated By.....Paul Alger
Address.....35 West State St.
Phone Number 2-7127
Transmitter Location.....Yardley, Pa.
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....UP
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....Elmer H. Wene
General-Station Manager.....Paul Alger
Commercial Manager.....Frank A. Wellman

WAWZ*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By .....Pillar of Fire
Address ..... Zarephath
Phone Number .....Bound Brook 223
Transmitter Location.....Alma White College
Time on the Air.....Shares time

Personnel

General Manager.....Ray B. White

*(Non-Commercial Station)

NEW MEXICO

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KGGM

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By..New Mexico Broadcasting Company
Address .....Kimo Bldg.
Phone Number 4544
Transmitter Location.....Atrisco, N. M.
Time on the Air.....18 hours, 5 min. daily
News Service .....UP
Transcription Service....World Broadcasting System, SESAC, Cole, Standard
Representative.....Taylor-Howe & Snowden

Personnel

President-General Manager..A. R. Hebenstreit
Sales-Commercial Manager.....Jack Skillen
Sales Promotion-Merchandising Manager.....J. J. Donnelly
Program Director.....Bob Van Dreil
Chief Engineer.....Leonard Dodds

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KOB

ALBUQUERQUE—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By....Albuquerque Broadcasting Company
Address.....418 West Gold Avenue
Phone Number..... 4411
Transmitter Location...Alameda, New Mexico
Time on the Air:.....6 a.m. to 12 midnight
News Service .....INS, AP
Transcription Service.....SESAC, Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President .....T. M. Pepperday
Manager ..... Frank Quinn
Chief Engineer.....Geo. S. Johnson

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KAVE

CARLSBAD—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Broadcasting Co.
Address .....800 South Canal Street
Phone Number 244
Transmitter Location.....La Huerta, N. M.
Time on the Air.....14 hours daily
News Service ..... UP
Transcription Service.....Standard, Keystone
Representative.....Howard H. Wilson Co.

Personnel

President .....Val Lawrence
General and Station Mgr....Norman R. Loose
Sales-Commercial Manager..Norman R. Loose
Chief Engineer.....H. A. Nifong

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KICA

CLOVIS—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hugh DeWitt Landis
Address.....4th & Main
Phone Number 3
Transmitter Location .....Clovis
Time on the Air.....Full Time
News Service ..... UP
Transcription Service.....Associated, SESAC

Personnel

Chief Executive.....Hugh DeWitt Landis

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KGAK

GALLUP—EST. 1945

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By..Gallup Broadcasting Co.
Address.....Gallup, N. M.

Personnel

Owners.....Albert E. Buck, Merle H. Tucker
General Manager.....Frank E. Cooke
Chief Engineer.....E. L. Gemoets

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KWEW

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By .....W. E. Whitmore
Address .....Hardin Hotel
Transmitter Location .....Hobbs
Time on the Air.....7 a.m. to 9 P.M.
News Service.....UP

Personnel

President-Owner .....W. E. Whitmore

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KFUN

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.
Business Address.....P. O. Box 710
Phone Number 12

Studio Address.....University Ave.
Transmitter Location.....University Ave.
Time on the Air: 7 a.m. to 9 p.m.; Sundays, 11 a.m. to 7 p.m.
News Service .....UP
Transcription Service..Standard Radio, World Broadcasting System, MacGregor
Representative.....Homer Griffith Co.

Personnel

President-Station Manager....E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Chief Engineer.....A. F. Schultz

•

KGFL

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address .....310 N. Richardson Street
Phone Number 288
Transmitter Location .....511 W. 16th Street
Time on the Air .....6:30 a.m. to 9 p.m.
Transcription Service .....C. P. MacGregor
News Service.....UP

Personnel

Station Manager.....W. E. Whitmore
Commercial-Sales Promotion Manager John McBoyle
Chief Engineer .....Melvin Unger

•

KVSF

SANTA FE—EST. 1934

CBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broadcasting Co.
Address .....759 Cerillos Road
Phone Number 2020
Transmitter Location .....Santa Fe
Time on the Air.....7 a.m. to 11:15 p.m.; Sunday, 8 a.m. to 11:15 p.m.
Transcription Service.....World
News Service .....INS
Representative .....Taylor-Howe-Snowden

Personnel

President .....A. R. Hebenstriet
General and Station Manager....Ivan R. Head
Sales-Commercial Manager.....Ivan R. Head
Sales Promotion-Merchandising.....Ann Clark
Program Director-Production Manager .....Tom Walton
Chief Engineer.....B. L. Kennington

•

KSIL*

SILVER CITY

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By....Dorrance D. Roderick
Address.....2201 Wyoming St., El Paso, Texas

Personnel

Owner.....Dorrance D. Roderick
*Construction Permit

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KTNM

TUCUMCARI—EST. 1941

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Tucumcari Broadcasting Co.
Address ..... Tucumcari
Phone Number 100
Transmitter Location.....Highway 66
Time on the Air.....7 a.m. to 10:15 p.m.
Transcription Service....Standard Radio, Cole
News Service .....INS
Representative.....Thomas F. Clark

Personnel

President .....Hoyt Houck
General Manager.....W. J. Dickerson
Sales-Commercial Manager.....W. J. Dickerson

A NEW ARRIVAL
A NEW SALES-WINNER in the Transcription field

AP RADIO PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

THIS IS WOR *in 1946*

In which one of America's great stations sums up a partial declaration of intent

IN this, our twenty-fourth year, we start again—as always—with a declaration of serious purpose, but with a concomitant declaration that WOR's program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might TRY to think, we'd be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there'll be nothing particularly original about the programs that these WOR personalties will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will—as always—accurately reflect changing times in a changing world.

However, there'll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

As usual, there will be advice for the farmer and the bees he hives; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sunsplashed rooftops of a drowsy Jersey town.

WOR's artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist culprit sulks. There will be talk of recipes and why marmalade won't run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music's got to give. Comedy? Oh, yes. Corn maybe; but there will be the subtle mimic, too.

People will hear the news (we're famous for it) as accurately and often as they've always heard it. Telephone lines, like gloved fingers, will reach into American cities far away and bring back what vivid events they offer. Moscow, London, Budapest, Athens, Warsaw, Paris . . . Again the once-dimmed but brightening voices of these and other great cities shall enter the homes of millions.

These—VERY briefly—are some of the almost intangible things that have long been part of WOR's amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of honest friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946 . . . partially.

WOR . . . that power-full station at 1440 Broadway, in New York

MUTUAL

NEW YORK

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WABY

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broadcasting Co., Inc.
Address..... Radio Centre
Phone Number 4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

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WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.
Address ..... Radio Centre
Phone Number.....4-4194
Transmitter Location.....Central Avenue
Time on the Air.....6:45 a.m. to 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP
Transcription Service.....Standard
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

•

WMBO

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number 433
Transmitter Location.....Corner York and Division Streets
Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-Advertiser
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager .....Frederick L. Keesee
Sales-Commercial Mgr...Frederick L. Kessee
Program Director.....Elizabeth Trowbridge
Chief Announcer.....Robert Morgan
Musical Director.....Elizabeth Trowbridge
Chief Engineer.....Herbert House

•

WBTA

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting Corporation
Address .....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location .....Creek Road
Time on the Air....7 a.m. to 11 p.m.; Sundays, 9 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Sears & Ayer, Inc.

Personnel

President.....E. R. Gamble
Sales Manager.....Frederick R. MacLaughlin
Program Director.....Doris Susat
Chief Engineer .....Howard Cochran

•

WNBF

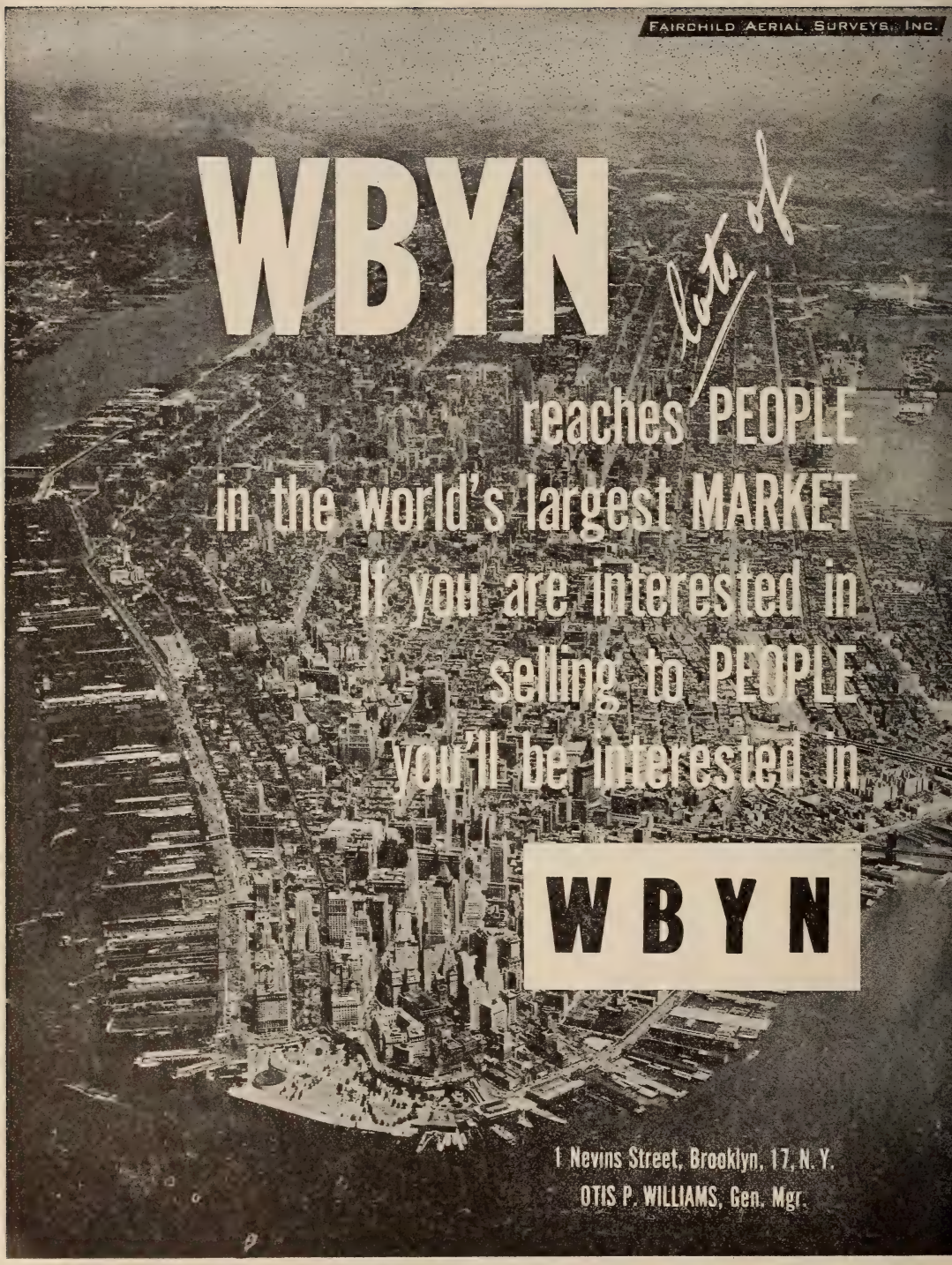
BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
Owned-Operated By.....Wylie B. Jones Advertising Agency
Address .....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location.....Ingraham Hill
Time on the Air.....6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service ...World Broadcasting
Representative.....John Blair & Co.

Personnel

President .....John C. Clark
General Manager-Station Manager.....Cecil D. Mastin
Sales-Commercial Manager..Stanley N. Heslop
Sales Promotion-Merchandising Manager .....Fred Bosin


FAIRCHILD AERIAL SURVEYS, INC.
WBYN
reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in
WBYN
1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

Program Director-Production Manager.....E. Ray McCloskey
Publicity Director.....Fred Bosin
Chief Announcer.....Edwin Whittaker
Musical Director.....W. J. Gillen
Record M. C .....Ralph Carroll
Chief Engineer.....Lester H. Gilbert

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By.....WLIB, Inc.
Address .....846 Flatbush Avenue
Phone Number .....BUckminister 7-5900
Transmitter Location.....180 Morgan Ave.
Time on the Air.....Limited
News Service.....AP, UP, Reuters
Newspaper Affiliation.....New York Post
Transcription Service .....Associated Music and World
National Representative.....The Forjoe Co., Chicago

Personnel

Owner.....Dorothy S. Thackrey
President.....T. O. Thackrey
General Manager.....Edgar Twamley
Station Manager.....Paul Gould
Sales-Commercial Manager....Robert Scholle
Program Director.....Murray Jordan
News & Publicity Director.....Clifford Evans
Chief Announcer.....Murray Jordan
Musical Director.....Eddy Brown
Technical Director.....Frank Knaack

WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Address.....1 Nevins St., Brooklyn

Phone Number .....TRiangle 5-3300
Transmitter Location.....Greenpoint, L. I.
Time on the Air.....6:45 a.m. to midnight; Saturday, to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
Newspaper Affiliation.....Newark Evening News-Owner
News Service .....AP; INS
Transcription Service.....NBC Thesaurus, Associated

Personnel

President.....Edward W. Scudder
Station-General Manager.....Otis P. Williams
Commercial Manager.....Otis P. Williams
Production-Program Director...William Fariss
Publicity Director.....Mildred O'Neil
Chief Announcer.....William Fariss
Chief Engineer.....Peter Testan

•

WBBR*

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Watchtower Society
Address .....124 Columbia Heights
Phone Number .....MAin 4-9735
Transmitter Location.....Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager.....M. A. Howlet
*(Non-Commercial Station)

•

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8:30 a.m. to midnight
Newspaper Affiliation.....Buffalo Evening News
News Service .....AP, UP
Transcription Service.....NBC Thesaurus; Lang-Worth; Standard
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station Director.....C. Robert Thompson
Program Director.....Woodrow Magnuson
Sales-Commercial Manager....Frank W. Kelly
Production Manager.....Edward Wegman
Publicity Director.....Haeffner
Musical Director.....Harry Slick
Record M. C.'s.....Cling Buehlman, Bob Smith
Chief Engineer.....Ralph J. Kingsley

•

WBNY

BUFFALO—EST. 1935

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Address.....485 Main Street
Phone Number .....Madison 4000
Transmitter Location.....154 E. Eagle St.
Time on the Air.....7 a.m. to 12 midnight
News Service .....Transradio; AP; UP
Transcription Service.....Associated

Personnel

Owner-General Manager.....Roy L. Albertson
Commercial Manager.....Virginia C. Fyda
Program Director-Chief Announcer .....H. C. Schellenberg
Musical Director.....Arthur Crosson
Chief Engineer.....Thomas L. Vines

News Comes First

AT

WBNY

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

WBNY

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

WEBR

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WEBR, Inc.
Address .....23 North Street
Phone Number .....LIncoln 7133
Transmitter Location....Larkin Terminal Bldg.
Time on the Air....7 a.m. to 1 a.m.; Sundays, 8:30 a.m. to 1 a.m.
Newspaper Affiliation..Buffalo Courier-Express
News Service.....AP, INS, Reuters
Transcription Service.....Lang-Worth Standard Radio, BMI, ASCAP
Representative.....Weed & Company

Personnel

President .....Paul E. Fitzpatrick
Station Director .....Cy King
Sales Manager.....William Doerr, Jr.
Sales Promotion-Merchandising Manager .....William Schweitzer
Program Director.....Robert Dambach
Production Manager.....John D. Boothby
Publicity Director.....William Schweitzer
Chief Announcer.....Clare Allen
Musical Director.....Wallace McManus
Technical Supervisor.....Raymond H. Lamy
Record M. C.....Billy Keaton

•

WGR

BUFFALO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.... Buffalo Broadcasting Corp.
Address.....1800 Rand Bldg.
Phone Number..... Washington 3100
Transmitter Location.....Hamburg, N. Y.
Time on the Air .....6 a.m. to 2 a.m.
News Service..... UP
Transcription Service....World Broadcasting System, Cole
Representative.....Free & Peters

Personnel

President .....H. W. Deyo
Executive Vice-President.....I. R. Lounsberry
Sales Manager.....John A. Bacon
Production Manager.....Robert Strigl
Publicity Director.....Lillian Kirk
Program Manager .....Karl Hoffman
Sales Promotion .....R. McPherson
Chief Engineer.....Karl B. Hoffman

WKBW

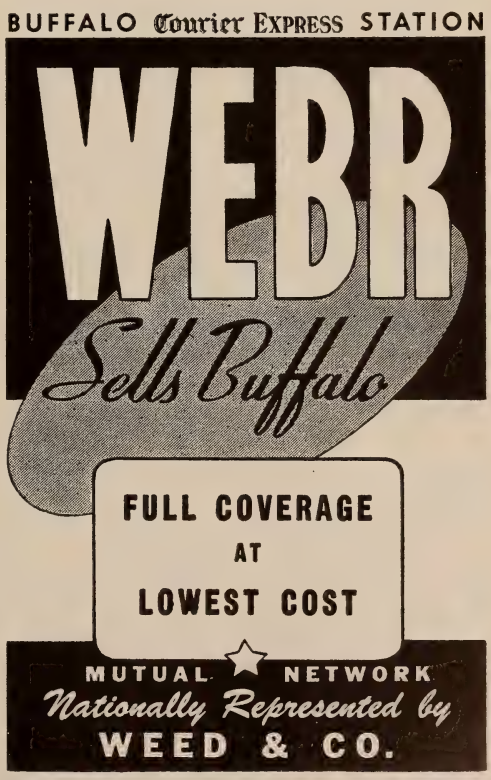
BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc.....Power: 50000 Watts
Owned-Operated By.....Buffalo Broadcasting Corp.
Address.....1800 Rand Bldg.
Phone Number .....Washington 3100
Transmitter Location.....Hamburg, N. Y.
Time on the Air.....6 a.m. to 2 a.m.
News Service..... UP
Transcription Service.....World Broadcasting System, Cole
Representative .....Free & Peters

Personnel

President .....H. W. Deyo
Executive Vice-President.....I. R. Lounsberry
Program Dept. Manager.....Karl Hoffman
Sales Manager.....John A. Bacon
Production Manager.....Robert Strigl
Publicity Director.....Ross McPherson
Sales Promotion Manager.....R. McPherson
Chief Engineer.....Karl B. Hoffman



WENY

ELMIRA—EST. 1939

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmira Star-Gazette
Business Address.....Mark Twain Hotel
Phone Number 5181
Studio Address.....Mark Twain Hotel
Transmitter Location.....Schuyler Ave.
Time on the Air.....7 a.m. to 1 a.m.
Newspaper Affiliation.....Gannett Co., Inc.
News Service .....UP
Transcription Service....World Broadcasting
Representative.....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
General Manager.....Dale Taylor
Sales-Commercial Manager...Ernest F. Oliver
Sales Promotion-Merchandising Manager.....Ernest F. Oliver
Program Director.....Woodrow W. Ott
Publicity Director.....Betty Stevens
Chief Announcer.....Ted Hodge
Musical Director.....Harry Springer
Chief Engineer.....Thurlow A. Greene

•

WGBB

FREEPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....H. H. Carman
Address.....44 So. Grove Street
Phone Number .....Freeport 2418
Transmitter Location.....215 Bedell Street
Time on the Air.....8 a.m. to 10 p.m.
Transcription Service .....NBC Thesaurus

Personnel

President-General & Station Manager.....Harry H. Carman
Sales-Commercial Manager..Harry H. Carman
Sales Promotion-Merchandising Manager .....A. Lavesque
Program Director.....A. Cheesman
Chief Announcer.....Neal Seaman
Musical Director.....A. Cheesman
Chief Engineer.....G. Graham
Record M. C.....Alan Jasper

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WENT

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Sacandaga Broadcasting Corp.
Address.....8 West Fulton St.
Phone 4900
Transmitter Location.....Harrison Ave.
Time on the Air.....7 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service .....Lang-Worth

Personnel

President.....George F. Bissell
General Manager.....Dale Robertson
Program Director.....Malcolm Weaver

•

WHCU

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
Owned-Operated By.....Cornell University
Business Address.....Ithaca Savings Bank
Phone Number 3438
Studio Addresses: Ithaca Savings Bank Bldg.; Campus Studio; Cornell Countryman Bldg.; Cornell Campus
Transmitter Location.....Forest Home, Ithaca
Time on the Air.....6:30 a.m. to sundown
News Service ..... UP
Transcription Service.....World Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

General Manager-Station Manager.....Michael R. Hanna
Sales-Commercial Manager..H. Stilwell Brown
Sales Promotion-Merchandising Manager.....Theodore T. Howes
Program Director-Production Manager.....Joseph A. Short
Publicity Director.....Theodore T. Howes
Chief Engineer.....True McLean

•

WJTN

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Broadcasting Company, Inc.
Address.....208 Hotel Jamestown Bldg.
Phone Number 7-151
Transmitter Location: Jones & Gifford Avenue and Hallock Street Extension
Time on the Air.....6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....Associated Music, World
Representative.....Wm. G. Rambeau Co.

Personnel

President.....Jay E. Mason
General Manager-Station Manager .....Simon Goldman
Sales-Commercial Manager....Simon Goldman
Sales Promotion-Merchandising Manager.....Alfred E. Spokes
Program Director-Production Manager.....J. Ralph Carlson
Chief Engineer.....Harold J. Kratzert

WKNY

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kingston Broad. Corp.
Address .....601 Broadway
Phone Number .....Kingston 4500
Transmitter Location.....Ulster Township
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....John J. Laux
General Manager.....John J. Laux
Station Manager.....Lou Steketee
Sales-Commercial Manager...George M. Hard
Sales Promotion-Merchandising..C. S. Middagh
Program Director.....Lou Steketee
Chief Engineer.....F. H. Boisvert

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WMSA

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By.....Brockway Co.

For

RESULTS

In

Southwestern New York and
Northwestern Pennsylvania

Ask

William G. Rambeau
Company

About

WJTN

Jamestown, N. Y.

•

ABC Network

Address..... Central Building
Phone Number.....990
Transcription Service.....SESAC, Standard
Representative.....Weed & Co.

Personnel

Chief Executive.....Harold B. Johnson
Gen.-Com. Manager.....Thomas R. McHugh
Program Manager.....James W. Higgins
Promotion Manager.....Robert Anderson
Chief Engineer.....Michael R. Yonkovig

•

WALL

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Community Broadcasting Corp.
Business Address.....14 South St.
Phone Number 3119
Transmitter Location.....229 Monhagen Ave.
Time on the Air.....8 a.m. to 11 p.m.
News Service .....AP

Personnel

President.....John Morgan Davis
Station Manager.....Theodore F. Allen
Chief Engineer.....M. Karig, Jr.

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WGNY

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By .....WGNY Broadcasting Co., Inc.
Business Address .....161 Broadway
Phone Number 4-600
Studio Addresses: 161 Broadway, Newburgh; 28 James St., Middletown
Tranmitter Location.....Cochecton Turnpike
Time on the Air.....7:30 a.m. to local sunset
Newspaper Affiliations.....Poughkeepsie Newspapers, Inc.
News Service .....UP
Transcription Service.....Standard, Cole

Personnel

President.....Merritt C. Speidel
General Manager.....Harold W. Cassill
Chief Engineer .....Marvin Seines

•

WABC

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.
Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000

Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.
Transmitter Location: Columbia Island, New Rochelle, N. Y.
Time on the Air.....21 hours daily
News Service.....AP, INS, UP, Reuters
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative..... Radio Sales

Personnel

President .....William S. Paley
General Manager.....Arthur Hull Hayes
Commercial Manager.....John H. Field, Jr.
Sales Promotion Manager.....Jules Dundes
Program Director.....G. Richard Swift
Publicity Director.....Michael Boscia
Manager of Studio Operation.....D. Gordon Graham
Musical Librarian.....Edna Barnes
Director of Special Events.....J. E. Doyle
Script Editor.....Jack Hoins
Chief Engineer .....Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks

WBNX

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Broadcasting Co., Inc.
Address .....260 E. 161st Street
Phone Number .....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
Time on the Air...¾ time shared with WAWZ
News Service .....AP
Transcription Service.....Standard Radio, SESAC
National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell
Vice-President-General Manager .....W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Musical Director.....Fred Mendelsohn
Chief Engineer .....A. Solbrig

WEAF

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated By .....National Broadcasting Co.
Address .....30 Rockefeller Plaza
Phone Number .....Circle 7-8300
Transmitter Location....Port Washington, N. Y.
Time on the Air..5:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service.....AP, UP, INS
Transcription Service.....NBC Thesaurus
Representative...NBC National Spot & Local Sales

Personnel

President.....Niles Trammell
Manager .....William Gairs
Program Director.....DeLancy Provost
Sales Promotion-Merchandising Manager .....Charles Philips
Production Manager.....Wynn Wright
Publicity Director.....Marion Chapman
Chief Announcer.....Patrick J. Kelly
Musical Director.....Samuel Chotzinoff
Chief Engineer.....F. A. Wankel
(For additional personnel see listing of National Broadcasting Co., under Networks.)

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WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By .....Debs Memorial Radio Fund, Inc.
Address .....117 West 46th Street
Phone Number .....BRyant 9-2360
Transmitter Location.....Maspeth, L. I., N. Y.
News Service .....AP
Time on the Air...7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays, 7 am. to 1 a.m.
News Service .....AP

Personnel

President .....Adolph Held
General-Station Manager....Henry Greenfield
Sales-Commercial Manager...Henry Greenfield
Sales Promotion-Merchandising Manager .....Henry Greenfield
Program-Publicity Director.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslavsky
Chief Engineer.....Charles Brown

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WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 Watts
Owned-Operated By .....Hearst Radio, Inc.
Address.....28 West 44th Street
Phone Number .....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Time on the Air.....6 a.m. to midnight; Sundays, 8 a.m. to midnight
Newspaper Affiliation....N. Y. Daily Mirror, N. Y. Evening Journal
News Service.....AP, INS
Transcription Service ....World Broadcasting System; Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

General Manager Hearst Radio, Inc.....Leonard Kapner
General Manager-Station Manager .....Willard Schroeder
Publicity Director.....Hazel Estes
Musical Director.....Bert Shefter

•

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Booking Agency
Address .....1540 Broadway
Phone Number .....BRyant 9-7800

5000 WATTS 1330 KC

WEVD

ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

1946? 1945 1944 1943 1942 1941 1940 1939 1938 1937 1936 1935 1934 1933 1932 1931 1930 1929 1928 1927 1926 1925 1924 1923 1922

1945 WAS WHN's BIGGEST YEAR WITH . . .

GREATEST lineup of top programs and personalities

GREATEST listening audience in station's history

GREATEST array of clients . . . largest percentage of renewals

GREATEST dollar billing

SERVING AMERICA'S NUMBER ONE MARKET

WHN

50,000 WATTS • NEW YORK

AFFILIATED WITH FREQUENCY MODULATION STATION WHNF
METRO-GOLDWYN-MAYER PICTURES
AND LOEW'S THEATRES

REPRESENTED BY RAMBEAU

Transmitter Location .....East Rutherford, N. J.
Time on the Air...6 a.m. to 2 a.m.; Sunday, 7 a.m. to 2 a.m.
News Service.....UP, AP, Reuters
Representatives..Wm. G. Rambeau Co., Bertha Bannan, Boston

Personnel

Executive Director.....Herbert L. Pettey
General Manager.....Frank Roehrenbeck
Sales-Commercial Mgr.....Bertram Lebhar, Jr.
Sales Promotion-Merchandise Manager.....Robert F. Anthony
Program Director.....Frank Roehrenbeck
Asst. Program Director.....Louis Carino
Production Manager.....Wayne Hutchinson
Publicity Director.....Jo Ranson
Chief Announcer.....William Edmonds
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling

WHOM

NEW YORK—EST. 1945

Frequency: 1480 Kc....Power: 1000 D, 500 N.
Owned-Operated By.....Atlantic Broadcasting Co., Inc.
Address.....29 W. 57th St.
Phone Number.....Plaza 3-4204
News Service.....AP, UP
Transcription Service .....Standard
Representative.....The Katz Agency, Inc.

Personnel

Chief Executive.....Gardner Cowles, Jr.
General Manager.....Craig Lawrence
Commercial Manager.....Jack Compter
Program Manager.....Charles Baltin
Chief Engineer.....Theodore Gempp

(See Pages 478 and 500)

WJZ

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc.....Power: 50000 Watts
Owned-Operated By...American Broadcasting Corp.
Address .....30 Rockefeller Plaza
Phone Number.....CIrcle 7-5700
Transmitter Location..Lodi, Bergen County, N.J.
Time on the Air.....24 hours daily
News Service.....AP, UP & INS
Representative.....ABC Spot Sales

Personnel

Chairman of Board.....Edward J. Noble
President .....Mark Woods
Manager.....John H. McNeil
Sales Manager.....Robert Garver
Sales promotion-Merchandising Manager-Program Director.....John Hade

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

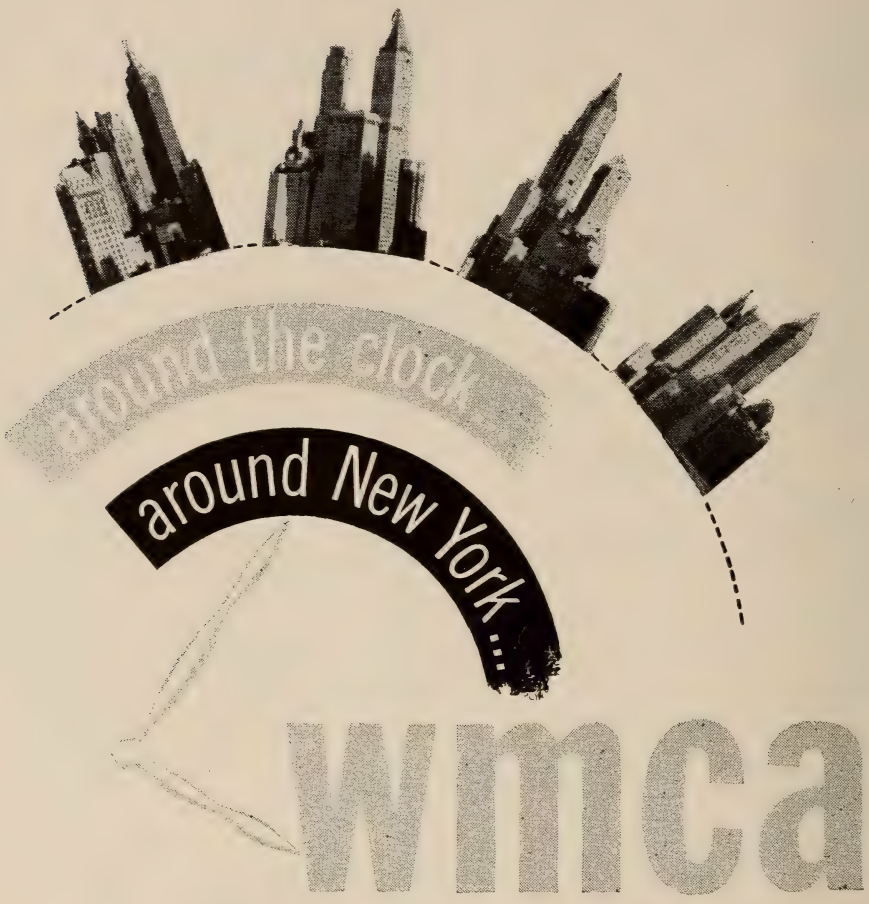
SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



570...first on the dial...
24 hours a day!

REPRESENTED BY WEED AND COMPANY

Program Director.....Charles Barry
Publicity Director.....Don Rich
Chief Announcer.....Ray Diaz
Musical Director.....Paul Whiteman
Record MC.....Stan Shaw
Chief Engineer.....George Milne
(For additional personnel see listings under American Broadcasting Company in network section of this volume.)

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WMCA

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Address ..... 1657 Broadway
Phone Number .....Circle 6-2200
Transmitter Location.....Kearney, N. J.
Time on the Air.....6:45 a.m. to 1:05 a.m.
News Service ..... AP
Representative.....Weed & Co.

Personnel

President .....Nathan Straus
Vice-President and General Manager .....Charles Stark
Commercial Manager.....Charles Stark
V-P-Director of News and Publicity .....Leon Goldstein
Secretary-Treasurer.....Herman M. Stein
Sales Promotion Manager....Howard Klarman
Studio Manager.....Charles Wilshin
Chief Announcer.....Ted Campbell
Musical Director.....Jerry Sears
Music Supervisor.....Martha Coe
Education Director.....Helen Sachs Straus
Chief Engineer.....Pierre C. Verseput

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WNYC*

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
Owned and Operated By: City of New York; Municipal Broadcasting System
Address ..... Municipal Building
Phone Number .....Worth 2-5600
Transmitter Location.....10 Kent St., Brooklyn, New York
Time on the Air.....7 a.m. to 10 p.m.
News Service .....AP

Personnel

Administrative Assistant.....J. DeProspo
Program Director.....S. N. Siegel
Production Manager.....N. Rudich
Publicity Director.....L. Supove
Chief Announcer.....T. H. Cowan
Musical Director.....H. Newman
*(Non-Commercial Station)

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

•

Exclusive in Any Market

•

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

A RADIO STATION IS KNOWN FOR THE COMPANIES IT KEEPS

AND WNEW KEEPS THE FINEST...YEAR AFTER YEAR

For a real selling job in New York City_the nation's leading advertisers use_

WNEW 1130 ON YOUR DIAL

NEW YORK 22, N. Y.

TEN THOUSAND WATTS — ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
Owned-Operated By....Greater New York Broadcasting Corporation
Address..... 501 Madison Avenue
Phone Number .....Plaza 3-3300
Transmitter Location.....Kearney, N. J
Time on the Air: 24 hours a day—seven days a week
News Service.....AP; N. Y. Daily News
Transcription Service.....Standard Radio Lang-Worth, World
Representative: John Blair & Co.; R. C. Foster

Personnel

Station Manager .....Bernice Judis
Sales Manager.....Herman Bess
Program Director .....Ted Cott
Sales Promotion Manager...Wm. B. McGrath
Assistant Publicity Director....Rhea Diamond
Production Manager.....Jack Grogan
Special Events.....Bill Berns
Record M. C.'s.....Martin Block, Art Ford, Maurice Hart, Johnnie Dale
Chief Announcer .....John Jaeger
Musical Director.....Merle Pitt
Chief Engineer .....M. J. Weiner

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.....Bamberger Broadcasting Service, Inc.
Business Address.....1440 Broadway
Phone Number.....Pennsylvania 6-8600
Studio Addresses....1440 Broadway; 245 W. 52nd St.; 200 W. 48th St.
Transmitter Location.....Carteret, N. J.
Time on the Air.....24 hours daily
News Service.....AP, UP, INS, Reuters
Transcriptions Service.....World Broadcasting System
Representatives....M. L. Tyler (Boston); John Shelton, Alan Schroeder, Robert A. White (Chicago); Edward S. Townsend (San Francisco)

Personnel

President.....Theodore C. Streibert
Vice-Pesident.....Rufus C. Maddux
Sales Manager.....Eugene S. Thomas
Program Director.....Norman Livingstone, Sr.
Production Manager.....Daniel Ehrenreich
Director of Publicity.....Charles Oppenheim
Director of Special Features and News.....Dave Driscoll

AP!

For the BEST IN NEWS

For the

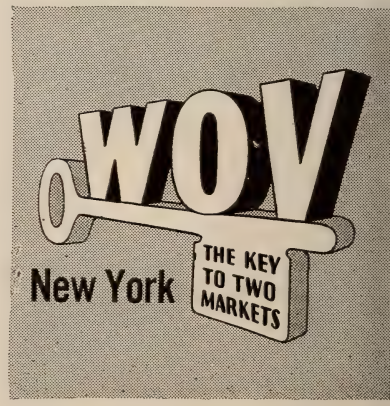
BEST IN PROGRAMS

BASED ON NEWS

HOT TIP ON THE DAILY DOUBLE . . . . .

CONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market . . the consistent daytime audience and the consistent evening audience that listen to WOV. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest average metropolitan audiences of any New York independent station . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.



Chief Engineer-Secretary.....J. R. Poppele
Promotion and Advertising
Director .....Joseph Creamer
Musical Director.....Sylvan Levin
Continuity Director.....Robert Simon
Record M. C.....Barry Gray
(See Page 482)

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WOV

NEW YORK —EST. 1933

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By....Wodaam Corporation
Address .....730 Fifth Avenue
Phone Number .....Circle 5-7979
Transmitter Location.....Carlstadt, N. J.
Time on the Air: 7 a.m. to midnight Mon. thru Sat.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.

Personnel

President .....Arde Bulova
General Manager-Station
Manager.....Ralph N. Weil
Commercial Manager.....Ralph Nardella
Sales Promotion Manager.....Judith Vallen
Program Director.....Arnold B. Hartley
Publicity Director.....Rita Hurwick
Musical Director.....Paul Romeo
Chief Engineer.....Hillis Holt
Record M. C.....Fred Robbins

The Red Cross Needs

Your Unstinting Assistance

GIVE!

HOW ONE WHOM PACKAGE

DELIVERS 4 PRIMARY MARKETS!

In one buy on this one station, you can assure yourself of primary audiences in four important markets.

It's the WHOM 4-Market Package—and here's what you get:

***PRIMARY NO. 1*—The Italian Market (549,649 foreign born).**

***PRIMARY NO. 2*—The Polish Market (262,606 foreign born).**

***PRIMARY NO. 3*—The Jewish Market (The Yiddish speaking portion of New York's 2,000,000 Jewish people).**

***PRIMARY NO. 4*—Northern New Jersey (Over 2,500,000 people).**

PLUS a Secondary which includes American born Italians, Poles and Jews, and other Metropolitan Area Listeners.

Whatever you may be using in Metropolitan Radio, this is one buy you should consider for really thorough penetration of these four important markets.

1480 ON YOUR DIAL

WHOM

A COWLES STATION

GET THE **FACTS** ABOUT THE FOREIGN LANGUAGE AUDIENCE AND THE **WHOM** 4-MARKET PACKAGE FROM ANY OFFICE OF THE KATZ AGENCY, INC. OR BY CALLING **WHOM**, PLAZA 3-4204

WQXR

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
Owned-Operated By..Interstate Broadcasting Company, Inc.
Address .....730 Fifth Avenue
Phone Number .....Circle 5-5566
Transmitter Location..Maspeth, Long Island, N. Y.
Time on the Air..7 a.m. to 12:05 midnight; Sundays, 8:30 a.m. to 12:05 midnight
Newspaper Affiliation.....New York Times
News Service .....AP
Transcription Service...World Broadcasting System; Associated Music
Representative.....Adam J. Young, Jr.

Personnel

Chairman of the Board.Arthur Hays Sulzberger
President.....John V. L. Hogan
Executive Vice-President....Elliott M. Sanger
Vice-Chairman.....Julius Ochs Adler
Vice-President .....Nicholas Roosevelt
Secretary.....Godfrey N. Nelson
Treasurer.....Orvil E. Dryfoos
V.-P. in Charge of Sales.....Hugh K. Boice
Asst. V.-P. Charge of Sales..Norman S. McGee
Program Director.....Eleanor N. Sanger
Publicity Director .....Eleanor Hurley
Chief Announcer.....Albert Grobe
Musical Consultant.....Abram Chasins
Conductor .....Leon Barzin
Chief Engineer.....Russell Valentine

(See Page 292)

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WHLD

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By....The Niagara Falls Gazette Publishing Company
Address ..... Hotel Niagara
Phone Number 8421
Transmitter Location.....Lockport & Military Roads
Time on the Air.....Daytime license
Newspaper Affiliation.....Niagara Falls Gazette
News Service ..... UP
Transcription Service.....Lang-Worth; Standard Radio; Associated; World; SESAC
Representative .....Headley-Reed Company

Personnel

President.....Alanson C. Deuel
General Manager.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Robert Manning
Production Manager.....John M. Whitney
Chief Engineer.....E. D. Hiatt, Jr.

WSLB

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....St. Lawrence Broadcasting Corp.
Address .....2315 Knox St.
Phone Number .....Ogdensburg 500
Transmitter Location.....2315 Knox St.
Time on the Air.....7 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service .....Keystone
Representative .....Walker Co-

Personnel

President-Commercial Manager, Joseph R. Brandy
General-Station Manager.....Harold J. Frank
Sales Promotion-Merchandising Manager .....Harry Keavin
Program Director-Production Manager .....Alex Blake
Publicity Director-Musical Director.....Flo Beach Rowe
Record M. C.....Johnny Kay
Chief Engineer.....Clifford W. Moore

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WHDL

OLEAN—EST. Tupper Lake, 1928

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Business Address.....19 Exchange National Bank Building
Phone Number.....Olean 4149
Studios Address.....619 Exchange National Bank Building
Transmitter Location.....Allegany, N. Y.
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation .....Olean Times Herald
News Service .....UP
Transcription Service .....World
Representative .....J. P. McKinney & Son

Personnel

President.....E. B. Fitzpatrick
General Manager.....Thomas L. Brown
Sales Manager.....Fred G. Meyer, Jr.
Chief Engineer .....T. J. Gill

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WMFF

PLATTSBURG—EST. 1934

ABC—CHAMPLAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Plattsburg Broadcasting Corporation
Address.....153 Margaret St.
Phone Number 1600

WHAM

Your Western New York Salesman

Covers not Rochester alone, but

counties

with all of their prosperous farms all the

busy trading centers where they do their shopping . .

the well-to-do homes surrounding busy

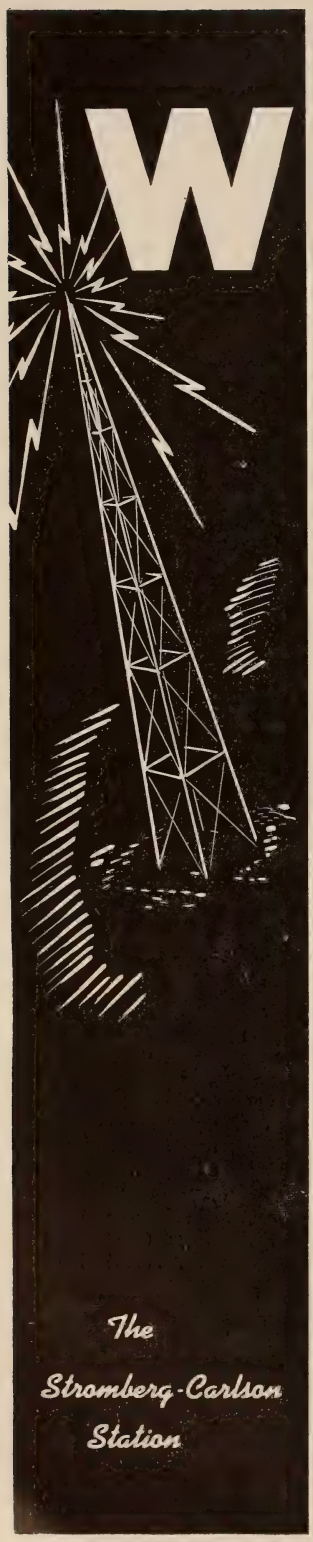
factories where seasonal lay-offs are things

they only read of. A big time market respon-

sive to WHAM-appeal as proved by audience

surveys and by measured mail response.

Your best buy for plus coverage in a plus market.



50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC • National Representative: George P. Hollingbery Co.

ROCHESTER, NEW YORK

Transmitter Location.....Boynton Ave.
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative..Joseph Hershey McGilvra, Inc.

Personnel

President.....George F. Bissell
Station Manager.....Jan King
Commercial Manager-Merchandising Manager .....Joel Scheier
Program Director-Production Manager .....William Chambers
Publicity Director.....Catherine Walsh
Chief Announcer.....William Watts
Chief Engineer.....Jack Nazak

•

WKIP

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Poughkeepsie Newspapers, Inc.
Address .....The Nelson House
Phone Number 6-800
Transmitter Location .....The Nelson House
Time on the Air.....6:30 a.m. to midnight
News Service ..... AP
Transcription Service.....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

President.....Merritt C. Speidel
General Manager.....Harold W. Cassill
Production Manager-Chief Announcer .....Harold Hennig
Chief Engineer.....Marvin S. Seimes

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WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1130 Kc.....Power: 50000 Watts
Owned-Operated By.....Stromberg-Carlson Company
Business Address.....111 East Avenue
Phone Number .....Stone 1862
Studio Address.....111 East Ave.
Transmitter Location.....Victor, New York
Time on the Air.....6:30 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus; World Broadcasting System, RCA
Representative ....Geo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
General Manager.....John H. Lee
Sales Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager.....Truman Brizee
Program Director.....Chas. Siverson
Production Manager.....Syl Novelli
Musical Director.....Eugene Zacher
Publicity Director .....Truman Brizee
Chief Announcer.....Dean Harris
Record M. C.....George Hafner
Chief Engineer.....Kenneth Gardner

•

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....WHEC, Inc.
Address ..... 40 Franklin St.
Phone Number .....Stone 1320
Transmitter Location.....979 Mt. Read Blvd.
Time on the Air.....6:30 a.m. to 1 a.m.
Newspaper Affiliation.....Gannett Newspapers, Inc.
News Service .....AP
Transcription Service.....Associated Music & Standard
Representative .....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
Vice-President .....Clarence Wheeler
General Manager.....Gunnar O. Wiig
Commercial Manager .....L. C. Wheeler
Program Director.....William J. Adams
Production Manager.....Lowell H. MacMillan
Publicity Director.....William J. Adams
Chief Engineer.....Bernard C. O'Brien

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WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Brown Radio Service & Laboratories, Gordon P. Brown, Owner
Address.....328 Main St.
Phone Number .....Stone 702
Transmitter Location.....Brighton, N. Y.
Time on the Air.....6:30 a.m. to 12:30 a.m.; Sat., to 1 a.m.; Sun., 2 a.m. to 12:30 a.m.
News Service ..... INS

Personnel

President-Chief Engineer & Station Manager.....Gordon P. Brown
Sales Manager.....E. J. Walz
Sales Promotion Manager.....Ralph Palmer
Publicity Director.....Harland Evans
Record M. C.....Louis Fabien
Chief Engineer.....Gordon Brown

WNBZ

SARANAC LAKE—EST. 1937

AMERICAN BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
Owned-Operated By ...Upstate Broadcasting Corporation
Business Address.....14 Broadway
Phone Number..... 1320
Studio Address.....14 Broadway
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager.....John F. Grimes
Program Director.....Lewis Pettit
Chief Engineer.....H. Berwind Williams

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WGY

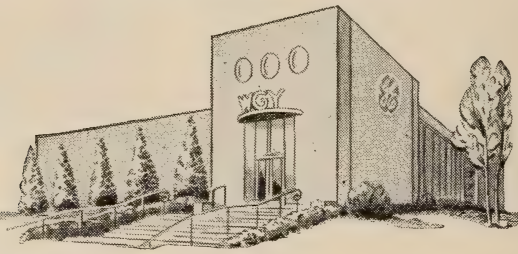
SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
Owned-Operated By.....General Electric Company
Address .....1 River Road
Phone Number 3-2121
Transmitter Location.....South Schenectady
Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative....National Broadcasting Co; NBC Spot Sales

Personnel

V-P & Manager of Broadcasting...R. S. Peare
Asst. Manager Broadcasting.....B. J. Rowan
Station Manager.....Kolin Hager
Sales-Commercial Manager.....Kolin Hager
Asst. Sales-Commercial Manager .....Alexander MacDonald
Sales & Station Promotion Manager .....Jeanne Weller
Program Director.....A. O. Coggeshall
Asst. Program Planning & Creation .....Earle Pudney
Press Relations.....W. T. Meenam
Musical Leaders...Frank Glenn, Edward Rice
Station Engineer.....W. J. Purcell



NO OTHER STATION
In the Great Northeast OFFERS YOU LOCALLY ORIGINATED PROGRAMS FOR SO LARGE A LISTENING AUDIENCE

Music, drama, variety . . . programs which meet the needs and listening habits of every age group in 63 counties in central and eastern New York and western New England . . . a rich metropolitan area . . . a vast market created by WGY, the ONLY station which can combine all this into ONE coverage area.

WGY

For Power, Programming, and Prestige
50,000 Watts—NBC—24 Years of Service
Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC Schenectady, New York
WGY-274

WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Western Gateway Broadcasting Corp.
Address.....Plaza Theater Bldg.
Phone Number.....Schenectady 3-3622
Transmitter Location...Campbell & Rice Rds., Rotterdam, N Y.
Time on the Air.....6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service..Standard Radio; Lang-Worth
Representative .....Helen Wood

Personnel

President.....Winslow P. Leighton
General-Station Manager....George R. Nelson
Sales-Commercial Manager..George R. Nelson
Sales Promotion.....Cecil Woodland
Program Director-Production..Edward F. Flynn
Publicity Director.....Rosemary Cramb
Chief Engineer.....Irving P. Beck

"THE CLIFF EDWARDS SHOW"

An extensive library of all-time, all-American musical favorites that are strictly "in the groove" . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

WAGE

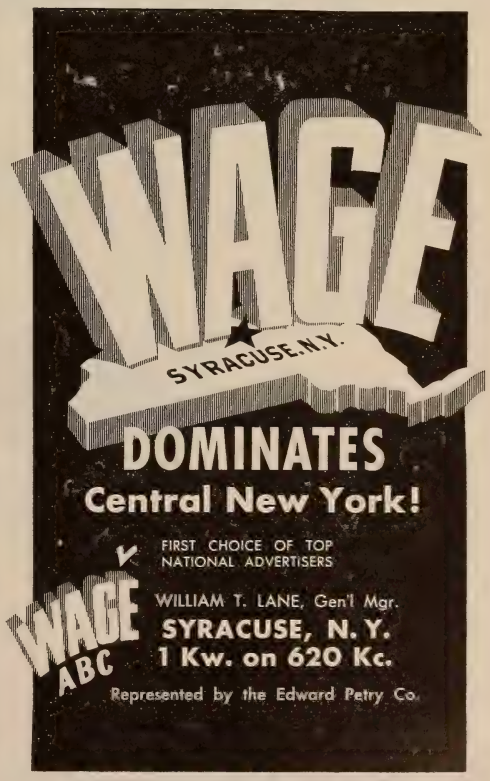
SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WAGE, Inc.
Address .....Loew Building
Phone Number 2-0277
Transmitter Location.....Salina, N. Y.
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... AP
Transcription Service.....Standard, NBC Thesaurus
Representative .....Edward Petry & Co., Inc.

Personnel

President .....Frank C. Revoir
V-P, General Manager.....William T. Lane
Sales Manager-Merchandising Manager .....Aaron Beckwith
Program Director.....Gordon Alderman
Chief Announcer.....Jan Costley
Musical Director.....Thelma MacNeil Curren
Chief Engineer.....Charles Brannen
Production Manager.....Bruce Rector



More Listeners for you in Central New York

✓ Check any authoritative data source for facts on Syracuse and Central New York as a market.

✓ Check the following facts on WFBL as the best medium to sell this market.

WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York.

WFBL is the only radio station with a separate agricultural studio.

WFBL is the only radio station that provides an early morning live talent show.

WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945.

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate on 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

WFBL

Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, INC. . . . . *Exclusive National Representatives*

WFBL

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Onondaga Radio Broadcasting Corporation
Business Address.....433 S. Warren St.
Phone Number 2-1147
Studio Address.....Onondaga Hotel
Transmitter Location .....Collamer, N. Y.
Time on the Air.....5 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service.....INS, UP
Transcription Service ....World Broadcasting System
Representative .....Free & Peters

Personnel

President.....Oscar F. Soule
Vice-President-General Manager .....Samuel Woodworth
V.-P.-Treasurer .....Robert G. Soule
V.-P.-Commercial Manager....Charles Phillips
Program Director.....James Deline
Publicity Director.....James E. Moore
Production Manager.....Raymond Gantter
Chief Announcer.....Ronald Curtis
Musical Director.....Donald Anderson
Chief Engineer.....Alfred C. Marcy

•

WOLF

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Broadcasting Corporation
Address .....Chimes Building
Phone Number 2-7211
Transmitter Location .....Van Rensselear and Kirkpatrick Streets
Time on the Air.....6 a.m. to 2 a.m.; Sunday, 8 a.m. to midnight
Transcription Service .....Standard
Representative.....The Walker Co.

Personnel

President-General Manager...T. S. Marshall
Station Manager-Program Director-Production Manager.....Hamilton Woodle
Sales-Commercial Manager.....Daniel Dwyer
Sales Promotion-Merchandising Manager .....Daniel Dwyer
Publicity Director.....Eleanor Merz
Musical Director.....Norman Messervey
Chief Engineer.....Tom Crimmins

WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By .....Central New York Broadcasting Corporation
Address .....Kemper-Syracuse Bldg.
Phone Number 3-7111
Transmitter Location.....2341 Valley Drive
Time on the Air....6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service ..... UP
Transcription Service: Associated Recorded Program Service; Lang-Worth & Standard
Representative.....Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
Vice-President.....E. R. Vadeboncoeur
Sales Manager.....W. R. Alford, Jr.
Promotion-Merchandising Manager .....Irene Underwood
Program Director.....Bill Rothrum
Continuity Chief.....Ray Servatius
Publicity Director.....Irene Underwood
Chief Announcer.....Herb Carneal
Musical Director.....Murray Bernthal
Chief Engineer.....G. Armand Belle Isle

(See Page 508)

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WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Rensselaer Polytechnic Institute
Address ..... 110 Eighth St.
Phone Number ..... Troy 6810
Transmitter Location.....110 Eighth St.
Time on the Air.....6:30 p.m. to midnight, Monday only

Personnel

President.....L. W. Houston
General Manager.....W. J. Williams
Sales Manager .....W. C. Stoker
Program Director.....A. O. Niles
Chief Announcer .....R. Schmelzer
Chief Engineer .....H. Harris

•

WTRY

TROY—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting Co., Inc.

YOU CAN

Buy

WSYR
Square Deal Station
Syracuse, N. Y.
NBC 570 KC.

and

WTRY
Square Deal Station
Albany, Troy
Schenectady, N. Y.
ABC 980 KC.

Combined

for primary coverage of Urban retail sales greater than the 10th United States city

—— plus ——

more than 1,000,000 potential listeners in rural areas and small towns . . . . . .

NO ONE STATION COVERS THIS AREA!

NO OTHER COMBINATION COVERS SO MUCH FOR SO LITTLE!

AVAILABLE AS A SPOT UNIT OR A TWO STATION NETWORK

Ask your Raymer man

COMBINED MARKET DATA FOR WSYR-WTRY

	Primary	Secondary	Total
Population	1,900,997	1,257,191	3,158,188
Families	526,781	337,983	864,764
Radio Homes	480,000	307,560	787,560
Total Retail Stores	30,412	19,152	49,564
Sales, $	735,851	485,768	1,221,619
Food Stores	9,328	5,744	15,072
Sales, $	188,781	126,642	315,423
General Mdse. Stores	679	509	1,188
Sales, $	87,539	50,531	138,070
Filling Stations	4,329	2,993	7,322
Sales, $	47,147	32,507	79,654
Drug Stores	796	490	1,286
Sales, $	20,406	13,931	34,337
Other Stores	15,280	9,416	24,696
Sales, $	391,978	262,157	654,135

All money values in thousands of dollars. Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units). All other data from sixteenth decennial Census of United States, 1940. Wartime increases not included.

	Number of Farm Families	Value of Farms, $
Primary	61,109	313,402,384
Secondary	47,349	292,773,543
Total	108,458	606,175,927
Total N. Y. State	153,238	947,073,893

Address ..... 92 Fourth St.
Phone Numbers.....Troy 2100; Albany 4-2500
Transmitter Location.....Colonie, N. Y.
Time on the Air.....6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth; Standard
Representative.....Paul H. Raymer Co.; Bertha Bannon, Boston

Personnel

President.....Col. H. C. Wilder
General Manager.....William A. Riple
Station Manager.....Woodbury Carter, Jr.
Program Director.....E. W. Rossell
Promotion-Publicity Director...Edward Walker
Musical Director and Production Manager.....E. Rossell
Commercial Manager.....John Sutphen
Chief Engineer.....Albert Chismark
Record MC.....Don Jarvis

•

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIBX, Inc.
Address.....187 Genessee St.
Phone Number 2-2101
Transmitter Location.....Schuyler St., Marcy, N. Y.
Time on the Air.....6 a.m. to 1 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....INS & UP
Transcription Service.....World Broadcasting System
New York Sales Office.....39 E. 63rd St. Helen Wood, Commercial Manager
Representatives.....Walter Biddick Co. (West Coast); Bertha Bannan Boston)

Personnel

President-General Manager..Margaret Bowen
National Sales-Merchandising Manager .....N. W. Cook
Program Director.....Elliott Stewart
Production Manager.....Michael Carlo
Publicity Director.....N. W. Cook
Musical Director.....Walter Griswold
Chief Engineer.....J. T. Dowdell

(See Page 510)

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WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Watertown Broadcasting Corporation
Business Address.....118 Washington St.
Phone Number.....Studios 2424
Studio Address .....118 Washington St.
Transmitter Location .....118 Washington St.
Time on the Air.....7 a.m. to 12:20 a.m.
News Service .....AP
Transcription Service .....Standard Radio
Representatives.....Sears & Ayers

Personnel

President.....G. H. Righter
General Manager.....G. H. Righter
Sales Promotion-Merchandising Manager.....G. H. Righter

•

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Company
Address.....Hotel Woodruff, Public Square
Phone Number..... 4-120
Transmitter Location.....Ives St. Extension
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sunday, 8 a.m. to 12:05 a.m.
Newspaper Affiliation.....Watertown Daily Times
News Service .....UP
Transcription Service.....World Broadcasting
Representative .....Weed & Co.

Personnel

President .....Harold B. Johnson
General Manager-Commercial Manager.....Louis Saiff, Jr.
Station Manager.....Thomas E. Martin
Sales Promotion-Merchandising Manager .....Glenn Doull
Program Director-Production Manager.....Earl R. Kelly
Publicity Director.....Glenn Doull
Chief Announcer.....Charles Pierce
Musical Director.....Ward Hamilton
Chief Engineer.....Maynard B. Davis
Record M. C.....Anderson Ward

From Cradle to College

WHEN the late Scott Howe Bowen took over the active management of Radio Station WIBX, Utica, N.Y., in 1938, he inaugurated a series of programs of an educational character to better inform the parents, and the public, of the good work that the schools in Central New York were doing in educating the citizens of tomorrow.

SINCE 1938, the Educational Department of WIBX, with Betty Cushing Griffin as Director (with the full co-operation of the Principals and Teachers of all schools—and the guiding genius of our President and General Manager, Mrs. Scott Howe Bowen) has written, produced and broadcast every week the following series of educational programs:

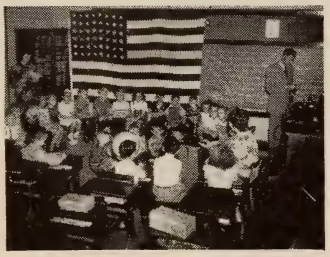
"Youth Presents" Variety Show,
Drama and Music .....Saturdays 8:30 P.M.
"Wizard and Witch of Quiz"....Saturdays 9:30 A.M.
"Young America Speaks".....Mondays 4:30 P.M.
"Cavalcade of Choirs" .....Fridays 4:45 P.M.

DURING 1945, an additional program was conceived —called "Let's Go to School" and is exactly what the name implies—a broadcast direct from the classrooms of Utica and vicinity schools. Each week, WIBX takes its recording equipment into a classroom and records an actual classroom lesson—grades from kindergarten thru 6th. This recording is then placed at the disposal of the Board of Education and Parent-Teachers Organizations for use as deemed advisable.

HERE is a typical classroom scene taken Monday, October 10, 1945, at the Hughes School, Utica — 2nd grade studying social studies and broadcast Tuesday, October 16, 1945, at 3 P.M. All subsequent programs were recorded on Monday and broadcast Tuesday.

THEN AGAIN, to perpetuate the memory of her late husband, Mrs. Bowen in March, 1945, offered a Radio Scholarship Award of $500 in cash to the student—senior or post-graduate—who best answered the question "Why I want to make radio my life work!" The contest was eminently successful and the winner is now attending Syracuse University.

ANOTHER FEATURE of this educational series is the Scholastic All-Star Football Team Contest and the Most Valuable Football Player Contest conducted by the WIBX Sports Department with Michael Sandy, Director. Coaches and players on the teams were asked to vote for players who played during the 1945 football season. Thirteen schools in the area were eligible. Score sheets were sent to all coaches and cards to be filled out and returned. At the conclusion of the Contest, 4278 postcards were returned out of a possible 5000. The program is broadcast Tuesdays and Thursdays at 4:30 P.M. (this is in addition to the 11:15 P.M. nightly Sports Program by Michael Sandy Sundays thru Fridays).



WIBX
1230
UTICA, N.Y.

JUST ANOTHER PROGRAM IN THE PUBLIC INTEREST

OTHER PROGRAMS IN THE PUBLIC INTEREST HAVING WON FOR WIBX 5 NATIONAL AWARDS:
W. B. LEWIS, BILLBOARD, PEABODY AND VARIETY

(FOR STATION LISTING SEE PAGE 509)

WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Westchester Broadcasting Corp.
Address .....Roger Smith Hotel
Phone Number .....White Plains 6400
Transmitter Location.....Roger Smith Hotel
Time on the Air.....Unlimited license
News Service..... AP
Transcription Service ....World Broadcasting System; AMP
Representative .....Headley-Reed Co.

Personnel

President.....J. Noel Macy
V-P-Managing Director.....Frank A. Seitz
Commercial Manager.....T. Eugene Duffy
Program-Musical Director.....Ran Kaler
Chief Engineer .....F. A. Seitz

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
Owned-Operated By .....Long Island Broadcasting Corporation
Address..... 41-30 58th Street
Phone Number .....NEwtown 9-3300
Transmitter Location.....41-30 58th St., Woodside, L. I.
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service .....Associated

Personnel

President and General Manager .....William H. Reuman
Station and Sales Manager.....Edith Dick
Program Director.....Fred Barr
Musical Director.....Lou Cole
Chief Announcer.....Lou Cole
Chief Engineer.....Joseph Franz, Jr.
Production Manager.....Gene Flanagan
Record M. C.'s.....Edwin Bronner, Lou LaFrance, Sid Torin

WFAS...

"Six Weeks in Westchester..."

Do you know that in 1945, WFAS programmed a total of 1021 hours of live Westchester features? These included News, Civic, Religious, War Effort, Educational and other categories. That's the equivalent of more than *six* weeks, 7 days a week, 24 hours a day! This blends the 'local interest' appeal with WFAS' 10 year policy of fine music. (More than 2300 hours in '45). All of it adds up to results for WFAS advertisers. So much so that better than 70% of them renewed in the last 12 months!

WFAS *in Westchester*

Roger Smith Hotel
White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
Chrysler Bldg.
New York

WWRL
NEW YORK

• • •

LOW COST PROGRAMMING
THAT SELLS IN
NEW YORK'S
HIGH COST MARKET

• • •

ASSOCIATED PRESS NEWS
STANDARD & ASSOCIATED
LIBRARIES

• • •

1600
"THE HIGH SPOT
ON THE DIAL"

WBT

CHARLOTTE

ROLLING 50,000 WATTS ACROSS THE

SOUTHEAST'S RICHEST MARKET—THE CAROLINAS

NO

RADIO STATION

COMBINATION OF RADIO STATIONS

NEWSPAPER

COMBINATION OF NEWSPAPERS

CAN DUPLICATE THIS COVERAGE

WBT

The South's Pioneer Station

CHARLOTTE · 50,000 WATTS

SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the *SPOT* Broadcasting Division of CBS

New York · Chicago · Los Angeles · St. Louis · San Francisco · Atlanta

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Address ..... 100 College St.
Phone Number 1213
Transmitter Location ..... 100 College St.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... INS, AP
Transcription Service.....NBC Thesaurus
National Representative ....Burn-Smith Co.; Harry E. Cummings

Personnel

Pres.-Gen. Mgr.-Station Mgr..Harold H. Thomas
Commercial Manager.....C. Fred Rabell
Promotion Manager.....Nina F. Williams
Chief Engineer ..... Madeline Hollerith
Record m.c.....Harry Varner

•

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts (C.P. 5000)
Owned-Operated By.....Asheville Citizen-Times Co., Inc.
Address .....14 O'Henry Avenue
Phone Number 5500
Transmitter Location..... Flatiron Building
Time on the Air..6:30 a.m. to 12:05 a.m. daily; 7:45 a.m. to 12:05 a.m. Sundays
Newspaper Affiliation.....Asheville Citizen-Times
News Service.....AP & UP
Transcription Service..Associated,-Lang-Worth
Representative .....Katz Agency

Personnel

Executive Director.....Don S. Elias
Commercial Manager .....James A. Hagan
Sales Promotion-Merchandising Manager-Program Director....Lee Chadwick
Production Manager.....William F. Melia
Chief Engineer .....Cecil Hoskins

•

(Call Letters to Be Assigned)

ASHEVILLE*

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Community Broadcasting Co.
Address.....Asheville, N. C.

* Construction Permit.

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WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA NETWORK

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Alamance Broadcasting Company, Inc.
Address .....310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location.....Elon Road (West Front Street Extension)
Time on the Air.....5:30 AM to local sunset
News Service.....UP; AP
Transcription Service.....Standard Radio; Lang-Worth, Cole

Personnel

Gen-Mgr.-Station Mgr.....E. Z. Jones
Sales-Commercial Manager.....Roy Springer
Sales Promotion-Merchandising Manager .....John Francis O'Farrell
Program Director ..... Jack Hankins
Production Manager ..... William Sandefur
Publicity Director ..... Jack O'Farrell
Chief Announcer ..... Jack Hankins
Chief Engineer ..... Berry Tysor
Record m.c's.....Al Nelson, Charles Slate

•

WAYS

CHARLOTTE—EST. 1942

ABC
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.Inter-City Advertising Co.
Address .....120 E. Third St.
Phone Numbers.....37173 (office)
Transmitter Location .....Oakdale Road, Highway 16
Time on the Air.....6 a.m. to 1 a.m.; Sunday, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service....Lang-Worth; Standard
Representative.....Weed & Co.

Personnel

President.....George W. Dowdy
General Manager ..... Walter H. Goan
Program Director ..... J. Norman Young
Chief Engineer ..... Paul T. Absher

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
Owned-Operated By...Southeastern Broadcasting Co., Greensboro, N. C.
Business Address.....Wilder Building
Phone Nnmber.....3-8833
Transmitter Location.....9 miles southeast of Charlotte
Time on the Air.....5 a.m. to. 1:05 a.m., Sundays, 7 a.m. to 1:05 a.m.
News Service.....UP; AP
Transcription Service .....Lang-Worth
Representative.....Radio Sales, Inc.

Personnel

President ..... J. M. Bryan
Gen.-Station Mgr.....Charles H. Crutchfield
Sales Manager ..... Royal Penny
Business Manager ..... E. J. DeGray
Program Director ..... Larry Walker
News Editor, Director of Special Events Jack Knell
Farm Director ..... Grady Cole
Publicity Director ..... Frances Coiner
Musical Director ..... Clarence Etters
Chief Engineer ..... M. J. Minor

(See Page 512)

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WSOC

CHARLOTTE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WSOC, Inc.
Address.....1925 N. Tryon Street
Phone Number 7138
Transmitter Location.....1925 N. Tryon Street
Time on the Air.....6 a.m. to midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus; Standard Radio, M. M. Cole
Representative .....Headley-Reed Company

Personnel

Pres.-Gen.-Station Mgr.....Earle J. Gluck
Com.-Sales Promotion-Merchandising Manager.....W. C. Irwin
Program Dir.-Prod. Mgr.....Ron Jenkins
Pub. Dir.-Chief Announcer .... Don McSwain
Musical Director ..... Don Sheldon
Record M. C.....Dewey L. Drum
Chief Engineer ..... L. L. Caudle, Jr.

WEGO

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne Nelson
Business Address ..... Concord
Phone Number 2271
Transmitter Location..Highway 29A, 1½ miles west of Concord
Time on the Air.....Daytime license
News Service.....UP & AP
Transcription Service.....Standard Music, Keystone
Representative.....Thomas F. Clark Co.

Personnel

Owner .....Wayne Nelson

•

WDNC

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Durham Radio Corporation
Address.....138½ Chapel Hill Street
Phone Number R-155
Transmitter Location.....Forest Hills, Near Durham
Time on the Air.....6:35 a.m. to 1:05 a.m., Sundays, 8 a.m. to 1:05 a.m.
Newspaper Affiliation.....Herald-Sun Papers
News Service ..... AP & UP
Transcription Service .....Standard
Representative...Howard H. Wilson Company

Personnel

President .....C. C. Council
General and Commercial Manager .....L. F. Jarman
Sales Pro.-Mer.-Manager.....J. Frank Jarman
Program Director ..... L. C. Johnson
Office Manager.....Sue Taylor
Publicity Director ..... Mrs. Dennis Johnson
Record m.c.....George Dinnick
Chief Engineer ..... Walter S. Hill

•

WCNC

ELIZABETH CITY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Albemarle Broadcasting Co.
Address .....Colonial Ave.

Phone Number 1400-1472
Transmitter Location ..... City Limits
Time on Air.....7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
Transcription Service.....World Broadcasting System
Representative .....Burn-Smith Co.

Personnel

President ..... Edd Harris
Station Manager ..... Edd Harris
Commercial Manager ..... Bob Moore
Publicity-Program Director ..... Don Pierce
Chief Engineer ..... C. Ross Askey
Chief Announcer ..... Jim Turner

•

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cape Fear Broadcasting Co.
Address.....114 Anderson St.
Phone Number 4848
Transmitter Location.....N. Water St.
Time on the Air .....16½ hours daily
News Service .....UP
Transcription Service .....Lang-Worth

Personnel

Station Manager.....W. C. Ewing
Commercial Manager.....Paul Moyle
Program Director-Chief Announcer .....Ray Woodard
Chief Engineer.....L. E. Small

•

WGNC

GASTONIA—EST. 1939

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Address ..... 168-170 Main St.
Phone Number 732
Transmitter Location ..... Gastonia
Time on the Air.....7 a.m. to 11 p.m.
News Service .....UP
Transcription Service ..... McGregor, Cole
Representative .....Cox & Tanz

Personnel

Owner.....F. C. Todd
Manager .....Pat McSwain
Commercial Manager.....F. C. Abernathy
Program Director.....Earl Holder
Chief Engineer.....W. C. Groves, Jr.

WGBR

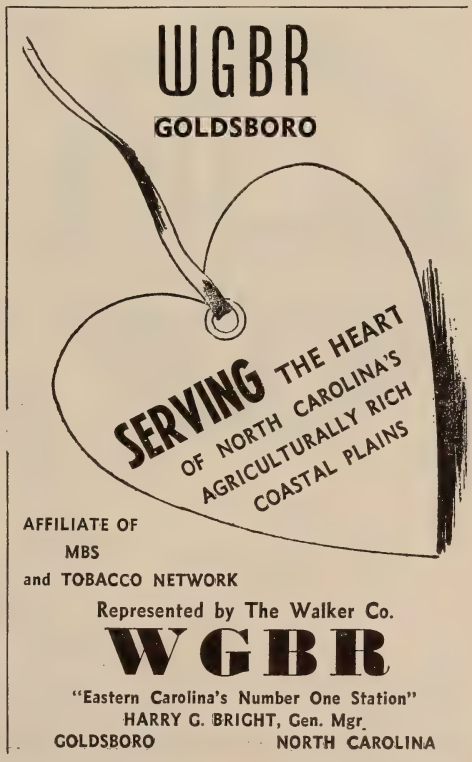
GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Carolina Broadcasting Corp.
Business Address.....P. O. Box 1024
Phone Number 1550-51
Studio Address.....Borden Bldg.
Transmitter Location .....Goldsboro-Raleigh Highway
Time on the Air ..... 6:30 a.m. to midnight, Sundays, 8:30 a.m. to midnight
News Service .....AP
Transcription Service...World, NBC Thesaurus
Representative.....The Walker Co.

Personnel

President.....A. T. Hawkins
General Manager..... .....Harry G. Bright
Sales Manager.....Leland B. Nelson
Program Director.....John Gay Britt
Publicity Director.....Grace Carroll
Chief Announcer.....Hal Grant
Chief Engineer.....Daniel B. Trueblood
Office Manager.....Marietta G. MacFarland
Merchandising Mgr. Prod. Mgr...John Randolph
Musical Director ..... John Gay Britt



AFFILIATE OF
MBS
and TOBACCO NETWORK

Represented by The Walker Co.

WGBR

"Eastern Carolina's Number One Station"
HARRY G. BRIGHT, Gen. Mgr.
GOLDSBORO NORTH CAROLINA

WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....North Carolina Broadcasting Co., Inc.
Business Address .....Box 1807
Phone Numbers 6125, 6126, 6127
Studio Address.....O. Henry Hotel
Transmitter Location...Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Services:....World Broadcasting System; NBC Thesaurus
Representative ....George P. Hollingbery Co.

Personnel

General and Station Manager....Edney Ridge
Com.-Sales Manager....Gilbert M. Hutchison
Sales Pro.-Mer. Mgr.....Adelaide J. Bernard
Program Director-Prod. Mgr.....Wally Williams
Publicity Director ..... Margaret Leonard
Chief Announcer ..... W. E. Jackson, Jr.
Musical Director ..... Margaret Banks
Record m.c.....Bob Jones
Chief Engineer ..... Earl Allison

WGBG

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By....Greensboro Broadcasting Co.
Business Address.....Ashe St. Extension
Phone Number 3-3631
Transmitter Location.....Ashe St. Extension
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service .....Lang-Worth
National Representative.....Burn-Smith Co.

Personnel

President.....Ralph M. Lambeth
General and Station Mgr...Ralph M. Lambeth
Commercial-Sales Promotion and Merchandising Manager ..... L. O. Hutchins
Program Director-Production Manager-Chief Announcer ..... Stan Conrad
Publicity Director ..... J. R. Marlowe
Chief Engineer ..... James Stewart

WGTC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned By ..... Greenville Broadcasting Co.
Operated By ..... J. J. White
Address .....Falkland Highway
Transmitter Location.....Falkland Highway
Time on the Air.....Unlimited Time
News Service..... UP
Transcription Service.....Long-Worth, World, M. M. Cole
Representative ..... The Walker Co.

Personnel

President .....Julian J. White
General and Station Mgr.....Billy S. Hodges
Sales-Commercial Manager..Carl J. McKinney
Sales Pro.-Mer.-Manager....Carl J. McKinney
Chief Engineer ..... James H. Mayo
Record m. c.....Max Ross

•

WHNC

HENDERSON, N. C.—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 890 Kc.....Power: 250 Watts
Owned-Operated By....Henderson Radio Corp.
Address ..... 219 S. William St.
Phone Number 736-925
Transmitter Location ....U. S. 1, 2 miles north
Time on the Air .....Sun-up to Sun-down
News Service ..... AP
Transcription Service .... World, Lang-Worth, Cole, Keystone

Personnel

President ..... S. S. Stevenson
Vice Pres.-General Manager....Nathan Frank
Station-Commercial Manager ... Nathan Frank
Chief Engineer .....Lewis Hiland

•

WHKY

HICKORY—EST. 1939

ABC

Frequency: 1290 Kc.....Power: 5000 d. 1000 n.
Owned-Operated By.....The Catawba Valley Broadcasting Co., Inc.
Address .....Radio Bldg.
Phone Number 1195-6
Transmitter Location...2½ miles SE of Hickory
Time on the Air.....6:15 a.m. to midnight
News Service .....UP
Transcription Service .....World
Representative .....Howard H. Wilson

Personnel

President.....Carl V. Cline
Gen. and Station Manager....Edmund S. Long
Sales-Commercial Manager....Frank Haithcox
Sales Pro.-Mer. Mgr.....Edmund S. Long
Chief Engineer ..... Edmund S. Long

•

WMFR

HIGH POINT—EST. 1935

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Radio Sta. WMFR, Inc.
Address ..... 164 S. Main St.
Phone Number 4593
Transmitter Location ..... 164 S. Main St.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
National Representative.....Burn-Smith Co.

Personnel

President ..... H. M. Lambeth
General-Station Manager.....H. M. Lambeth
Sales-Commercial Manager ..... Pat Taylor
Chief Engineer ..... R. P. Boyd

•

WFTC

KINSTON—EST. 1936

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address .....210 East King St.
Phone Number 4111
Transmitter Location.....Kinston, N. C.
Time on the Air.....6:15 a.m. to 11:30 p.m.
News Service ..... AP
Representative..... Burn-Smith Company

Personnel

General Manager.....Bob Bingham
Sales Manager.....Baldwin Harper
Continuity Director.....Mary D. Dudley
Production Director.....Chic Wingate
Chief Announcer.....Ben Taylor
Publicity Director.....Eleanor Snow
Chief Engineer.....Herman Ards

•

(Call Letters to Be Assigned)
LEXINGTON*

Frequency: 1190 Kc.....Power: 250 Watts
Owned-Operated By.....Davidson County Broadcasting Co.
Address.....Lexington, N. C.

Personnel

Owners.....Omar G. Hilton, Greeley N. Hilton

* Construction Permit:

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(Call Letters to Be Assigned)
LUMBERTON*

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Robeson Broadcasting Co.
Address.....Lumberton, N. C.

* Construction Permit.

WHIT

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Coastal Broadcasting Co.
Address .....U. S. Highway No. 17, South
Phone Number..... 1450
Transmitter Location...U. S. Highway No. 17
Time on the Air.....Full Time License
News Service ..... UP
Transcription Service .....Lang-Worth,
Representative ..... The Walker Co.

Personnel

Pres.-Station & Gen. Mgr.....Louis N. Howard
Sales Prom.-Mer. Mgr...Thomas E. McCaffrey
Chief Engineer ..... David E. Hardison

•

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By.....WPTF Radio Co.
Address .....Insurance Bldg.
Phone Number 8311
Transmitter Location.....Cary, N. C.
Time on the Air..6 a.m. to midnite, Sun. 8 a.m. to midnight
News Service .....AP; UP
Transcription Services..NBC Thesaurus, World, Cole, Standard
Representative..... Free & Peters

Personnel

President.....J. R. Weatherspoon
General Manager ..... Richard H. Mason
Sales Manager.....Ollie L. Carpenter
Director of Adver. & Prom. R. W. Youngsteadt
Program Dir.-Prod. Manager...Graham Poyner
Chief Engineer ..... Henry Hulick, Jr.

•

WJNC

JACKSONVILLE—EST. 1945

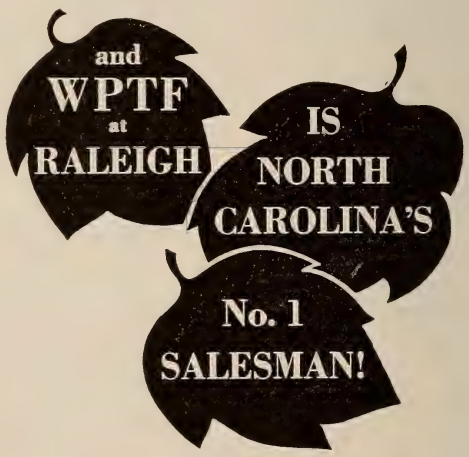
MBS—TOBACCO NETWORK

Frequency: 1240 kc. ..... Power: 250 Watts
Owned By .... Jacksonville Broadcasting Co..
Operated By ..... Louis N. Howard and Ellis Howard
Business Address ..... Box 367, Highway 24
Studio Address ..... Highway 24
Transmitter Location ..... Highway 24
Time on the Air.....Full Time
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... The Walker Co.

Personnel

President-Owner ..... Louis N. Howard
Station-Commercial Manager..Lester L. Gould

No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly *triple* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Result: the kind of Southern market most advertisers want!



With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS • NBC

RALEIGH, N. C.

FREE & PETERS, INC., *National Representatives*

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capitol Broadcasting Company
Address.....130 S. Salisbury Street
Phone Number..... 6411
Transmitter Location.....S. Davie St.
Time on the Air.....6:30 a.m. to 11 p.m., EWT
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Weed & Co.

Personnel

President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Manager.....B. G. Robertson
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

•

WCBT

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address .....251 Roanoke Avenue
Phone Number R-855-1
Transmitter Location....10th Street Extension
Time on the Air.....7 a.m. to midnight; Sunday, 9 a.m. to midnight
News Service ..... UP
Transcription Services.....Keystone, World
National Representative.....Burn-Smith

Personnel

President-General Manager.....S. E. Crew
Station-Commercial Manager.....A. L. Drew
Promotion-Publicity Director.....Jesse Helms
Production-Musical Director.Doyle Satterthwaite
Chief Engineer.....C. W. Mears

•

WEED

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Business Address ..... Box 752
Phone Number .....Rocky Mount 1420
Transmitter Location ..... Rocky Mount
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service ..... World, Standard

Personnel

Owner-Manager.....W. Avera Wynne
Sales-Commercial Manager..Jack L. Cummings
Prog. Director-Chief Announcer.....Bill Holm
Chief Engineer ..... Issac G. Murphrey

WSTP

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corp.
Business Address.....P. O. Drawer 920
Phone Number 2121-2
Transmitter 1200
Studio Address.....Yadkin Hotel, Salisbury
Transmitter Location.....Statesville Highway
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Transcription Service ..... World
Representative .....Burn-Smith Co.

Personnel

President-General Manager....Bryce P. Beard
Station Manager-Sales-Com.-Manager Mrs. Katherine F. Fisher
Program Director ..... Betty Gill
Prod. Mgr.-Chief Announcer...Earl J. Caton, Jr.
Chief Engineer.....Carl B. Watson

•

(Call Letters to Be Assigned)

SHELBY*

Frequency: 730 Kc.....Power: 250 D.
Owned-Operated By..Western Carolina Radio Corp.
Address.....P. O. Box 200
* Construction Permit.

For the
BEST IN NEWS
for the
BEST IN PROGRAMS
BASED ON NEWS
AP!

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000. **We want you to know** . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.
Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina — and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJOE & COMPANY • *National Representative*
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

WRRF

WASHINGTON—EST. 1942

AMERICAN BROADCASTING CO.

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....Tar Heel Broadcasting System, Inc.
Address .....Bank of Washington Bldg.
Phone Number 403
Transmitter Location..1 mile south on U. S. 17
Time on the Air.....6 a.m. to local sunset
News Service .....AP
Transcription Service.....NBC Thesaurus
National Representative.....Forjoe & Co.

Personnel

President.....W. R. Roberson, Sr.
Gen.-Station Manager.....W. R. Roberson, Jr.
Sales Manager.....T. H. Patterson
Program Director.....Mary Miller
Promotion Manager ..... T. H. Patterson
Record m. c.....Bill O'Connell
Publicity Director ..... Ben Roebuck
Chief Engineer .....George Martin

•

(Call Letters to Be Assigned)

WHITEVILLE*

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Whiteville Broadcasting Co., Inc.
Address.....Whiteville, N. C.

* Construction Permit.

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WMFD

WILMINGTON—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned by .....WMFD
Operated by .....Richard Austin Dunlea
Business Address.....P. O. Box 696
Phone Number.....Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location.....Castle Hayne Road
Time on the Air.....7:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service ..... World
Representative .....Burn-Smith Company

Personnel

Owner-General Mgr.....B. A. Dunlea
Commercial Manager.....Claud O'Shields
Sales Promotion ..... Shirley Beasley
Chief Engineer.....E. I. Herring

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(Call Letters to Be Assigned)

WILMINGTON*

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....General Newspapers, Inc.
Address.....Wilmington, N. C.

* Construction Permit.

WGTM

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by ..Penn Thomas Watson
Address .....P. O. Box 976, Wilson
Phone Numbers 2188, 2189
Transmitter Location .....Wilson
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....Lang-Worth, World, Keystone, M. M. Cole.
Representative.....The Walker Co.

Personnel

Owner .....P. T. Watson
General Manager ..... Allen Wannamaker
Commercial Manager.....Robert B. Brunson
Chief Engineer ..... William H. Malone

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WAIR

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...WAIR Broadcasting Co.
Address ..... Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....Reynolds, N. C.
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service.....World Broadcasting
Representative ..... The Walker Company

Personnel

Gen. and Station Manager..George D. Walker
Commercial Manager ..... C. G. Hill
Sales Promotion Manager ..... Ruth Pitts
Chief Engineer ..... Lee King

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WSJS

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc .....Power 5000 Watts
Owned-Operated By..Piedmont Publishing Co.
Address .....419-421 N. Spruce St.
Phone Number 4141
Transmitter Location.....RFD No. 1
Time on the Air.....Full Time License
Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
News Service .....UP
Transcription Service....Standard, Lang-Worth
Representative .....Headley-Reed Co.

Personnel

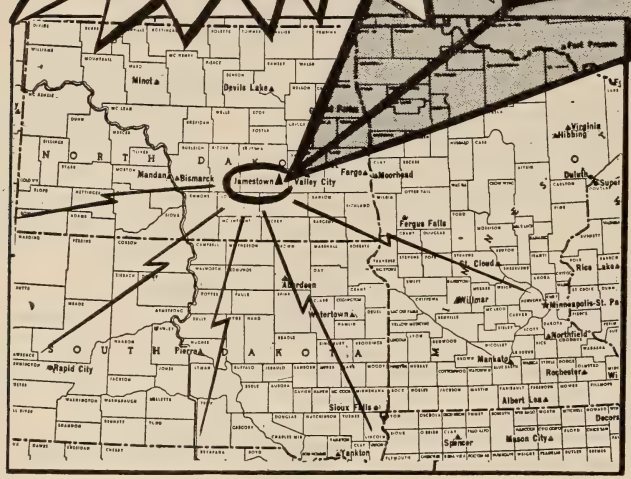
President .....Gordon Gray
General Manager.....Harold Essex
Sales-Commercial Manager .... Harry B. Shaw

NEW POWER!

ADDED "SALES" PUNCH!

KSJB

JAMESTOWN, N.D.



NOW—

5000 WATTS

AT 600 KC

BLANKETING NORTH DAKOTA, SOUTH DAKOTA, AND NORTH WESTERN MINNESOTA

Your sales messages will be delivered to greater audiences through specialized programming to the consumers in the rich agricultural area.

JAMESTOWN BROADCASTING COMPANY, INC.

AFFILIATED WITH

Columbia Broadcasting System • Mutual Broadcasting System
North Central Broadcasting System

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N. Y.	CHICAGO 1, ILL.	ST. PAUL 1, MINN.
Empire State Building	360 North Michigan Avenue	E-622 First National Bank Building
Longacre 3-4874	Central 4894	Cedar 8579

NORTH DAKOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting Company
Address .....320 Broadway
Phone Number 468
Transmitter Location .....Menoken, N. Dak.
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
News Service .....UP
Transcription Service.....Standard
Representative .....John Blair & Company

Personnel

President-General Manager ..... P. J. Meyer
Station and Commercial Manager.....F. E. Fitzsimonds
Promotion Director-Chief Announcer .....Cal Culver
Chief Engineer.....Ivar Nelson

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KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address .....1025 Third St.
Phone Number 1090
Transmitter Location.....East end 4th Street
Time on the Air ..... 6 a.m. to 11 p.m.
News Service.....UP
Transcription Service....World Broadcasting, SESAC
Representative
North Central Broadcasting System

Personnel

President and Station Manager.....Bert Wick
Program Director.....Robert Raynor
Chief Engineer.....Richard Moritz

•

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Address .....Black Building
Phone Number 5357
Transmitter Location ..... West of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
Representative .....Free & Peters

Personnel

President .....E. C. Reineke
General Manager ..... B. J. Lavin
Station Manager ..... Jack Dunn
Sales Manager ..... Tom Barnes
Program Director ..... Ken Kennedy
Production Manager ..... Dave Henley
Publicity Director ..... M. Gregerson
Chief Announcer ..... Howard Nelson
Musical Director ..... Lester Estenson
Chief Engineer ..... Julius Hetland

•

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc.....Power: 1000
Owned-Operated By.....University of North Dakota
Address..Woodworth Hall, University Campus
Phone Number 2800
Transmitter Location .....University Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Station Manager ..... Donald J. Robertson
Chief Announcer.....Dean Winkjer
Program Director ..... Fay Lufkin
Chief Engineer ..... Arnold Petrich
(Non-Commercial Station)

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KILO

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Dalton Le Masurier
Address.....First National Bank Building
Phone Number 1200
Transmitter Location.....University of North Dakota Campus
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President-General Mgr.....Dalton Le Masurier
Commercial Manager ..... Elmer Hanson
Chief Announcer ..... Jack French
Chief Engineer ..... Arnold Petrich

•

K S J B

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 250 Watts Day, 100 Watts Night (C. P. for 5000 Watts Day and Night)
Owned-Operated By..Jamestown Broadcasting Company, Inc.
Business Address.....Midland Building
Phone Numbers 100; 358
Transmitter Location....Southwest Jamestown
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service ..... Standard
Representative....North Central Broadcasting System

Personnel

President.....L. J. McNeil
General Manager.....Lloyd R. Amoo
Commercial Manager ..... Alfred C. Berry
Sales Prom.-Publicity Dir.....Florence Ptunam
Chief Engineer.....Lloyd R. Amoo

(See Page 522)

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K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 250 Watts
Owned-Operated By..Mandan Radio Association, Inc.
Business Address ..... 200 3rd Ave., N.W.
Phone Number.....631
Transmitter Location....South East of Mandan
Time on the Air.....5 a.m. to 11 p.m.
Transcription Service ..... Lang-Worth
Representative....North Central Broadcasting System

Personnel

President.....W. S. Russell
Gen. Mgr.-Station Mgr.....M. J. Reichert
Sales-Commercial Manager ..... M. J. Reichert
Sales Promotion-Mer. Mgr.....M. J. Reichert
Program Director ..... Mert Bushee
Chief Engineer ..... LeRoy Gunderson

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned By ..... Minot Broadcasting Co.
Operated By ..... John B. Cooley
Business Address ..... 118 S. Main St.
Phone Number 1267
Studio Address ..... 118 S. Main St.
Transmitter Location..Three miles southeast of Minot
Time on the Air ..... 6:30 a.m. to midnight, Sunday 7:30 a.m. to midnight
News Service .....UP
Transcription Service.....World Broadcasting System
Representative .....The Walker Company

Personnel

President.....John B. Cooley
General Manager ..... John B. Cooley
Station Manager ..... C. W. Baker
Sales-Commercial Manager .... E. H. Cooley
Sales Promotion-Merchandising Manager ..... E. H. Cooley
Program-Director-Production Manager ..... Jack Helling
Publicity Director ..... Lillian Aardahl
Chief Engineer ..... C. W. Baker

•

K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....KOVC, Inc.
Operated By ..... KOVC, Inc.
Address .....312 Fifth Ave.
Phone Number 408
Transmitter Location .....312 Fifth Ave.
Time on the Air ..... 6 a.m. to 10:30 p.m.
News Service ..... UP
Representative ..... North Central

Personnel

President-General and Station Manager ..... Robert E. Ingstad
Commercial Manager ..... Robert E. Ingstad
Sales-Promotion-Merchandising Manager ..... William Weaver
Program Director ..... William Weaver
Production Manager ..... Florence Fisher
Chief Announcer-Record m. c.....Bill Weaver
Musical Director ..... Art Lydell
Chief Engineer ..... Kermit Holm

WAKR

TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives

OHIO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WADC

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business Address .....Box 830
Phone Number .....Meadowbrook 3211
Studio Address.....Tallmadge, Ohio
Transmitter Location..State Route No. 8, North of Akron
Time on the Air.....6 a.m. to 1:05 a.m.
News Service.....UP & Trans.
Transcription Service.....Standard Radio & Lang-Worth
Representative.....Geo. P. Hollingbery Co.

Personnel

Owner-Manager ..... Allen T. Simmons
Ass't. Manager ..... Robert Wilson
Sales-Commercial Manager.....Fred C. Bock
Sales Promotion-Merchandising...Robert Wass
Program Director ..... Harold Hageman
Production Mgr.-Publicity.....Secrest Williams
Chief Announcer ..... Harold Hageman
Chief Engineer ..... John L. Wildermuth

WHKK

AKRON—

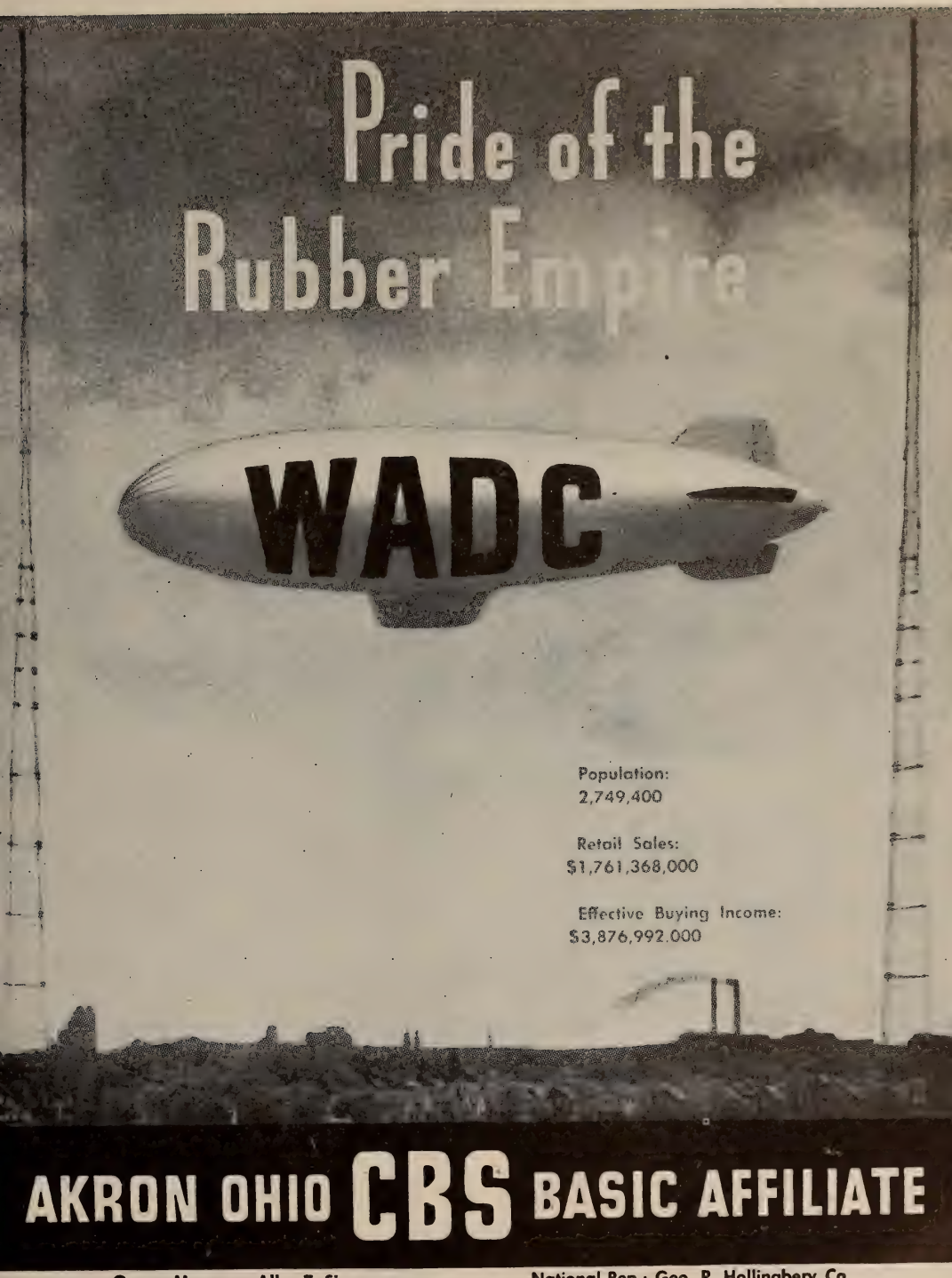
MUTUAL BROADCASTING SYSTEM

Frequency: 640.....Power: 1000 Watts
Owned-Operated By...United Broadcasting Co.
Address .....51 West State St.
Phone .....BL 7101
Transmitter Location.....Akron-Peninsula Rd.
Time on the Air.....8 a.m. to Pacific Sunset Sign Off
Newspaper Affiliation..Cleveland Pain Dealer
News Service .....AP
Transcription Service .....World
Representative.....Radio Advertising Co.

Personnel

President ..... Sterling Graham
Gen. and Station Manager....R. W. Richmond
Sales Manager ..... J. H. Harrington

WHKK
MUTUAL
AKRON
640 K.C. • 1000 WATTS
UNITED BROADCASTING COMPANY
Operators of WHK, Cleveland, WHKK, Akron; WHKC, Columbus
Represented by
RADIO ADVERTISING CO.



Owner-Manager: Allen T. Simmons

National Rep.: Geo. P. Hollingbery Co.

Sales Promotion-Merchandising Manager ..... J. H. Harrington
Program Director-Production Manager ..... L. F. Heinrich
Publicity Director ..... T. S. Federhar
Chief Engineer ..... James S. Hill

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WAKR

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corporation
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location Swarts Road, RFD, South Akron
Time on the Air .....6:30 a.m. to 1 a.m. Sundays, 7 a.m. to 1 a.m.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus, Standard, Associated
Representative .....Weed & Co.

Personnel

President-Station Manager....S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director.....Coleman Scott
Musical Director.....Stanley Schultz
Chief Engineer.....George V. Paul

(See Page 525)

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WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers 1211-1311
Studios.....221 Center St., Ashtabula; State
Transmitter Location..Ashtabula-Jefferson Rd.
Time on the Air ..... 6:45 to local sunset
News Service .....UP
Transcription Service .....World
Representative.....The Walker Co.

Personnel

General Manager ..... R. B. Rowley
Station Manager ..... W. W. Walrath
Commercial Manager ..... D. W. Fassett
Sales Promotion Manager ..... D. W. Fassett
Program Director-Publicity Director ..... A. B. Newkirk
Chief Announcer ..... J. L. Sheldon
Musical Director ..... Mary Pavolino
Chief Engineer ..... H. R. Johnson

WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned By ..... Ohio Broadcasting Co.
Operated By ..... Radio Station WHBC
Address.....550 Market Avenue, South
Phone Number 7-166
Transmitter Location .... Broad Ave. Ext. N.W.
Time on the Air ..... 6:30 a.m. to 1 a.m. Sundays, 9 a.m. to 1 a.m.
Newspaper Affiliation.....Brush-Moore Newspapers, Inc.
News Service.....AP & UP
Transcription Service ..... World, SESAC
Representative.....Burn-Smith Co., Inc.

Personnel

Owner ..... Brush-Moore Newspapers Inc.
Director of Radio ..... Eugene Carr
Station Manager ..... William I. Hershey
Commercial Manager .... Robert C. Fehlman
Sales Promotion Manager....Charles Erbland
Program Director-Musical Director ..... Martin Alexander
Chief Engineer ..... Kenneth Stiker

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WCKY

CINCINNATI—EST. 1929

Frequency: 1530 kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Address .....Hotel Gibson, 5th & Walnut Streets
Phone Number ..... Cherry 6565
Transmitter Location..near Crescent Springs, Ky.
Time on the Air: .. 5 a.m. to 1 a.m.; Sundays 7 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....Standard Radio; World
Representative .....Free & Peters

Personnel

President and General Manager..L. B. Wilson
Executive Vice-President.....Kenneth Church
Sales-Commercial Manager....Kenneth Church
Local Sales Manager .....George H. Moore
Production Manager ..... Bill Dawes
Publicity Director ..... John Murphy
Chief Engineer ..... C. H. Topmiller
Record m. c's. ..... Sid Ten Eyck, Lou Kent, Tom Moore, Don Lewis.

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WCPO

CINCINNATI—EST. 1922

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By.....Scripps-Howard Radio Inc.
Address.....3800 Carew Tower Bldg.

Phone Number .....MAin 3314
Transmitter Location...Daylight Building, 623 East 6th St.
Time on the Air ..... 24 hours daily
Newspaper Affiliation: The Cincinnati Post: Scripps-Howard Newspapers
News Service ..... UP
Transcription Service.....Standard Radio Lang-Worth; Associated Music Publishers

Personnel

President.....Jack Howard
V.-P. & Gen. Mgr.....M. C. Watters
Ass't. Station Manager .... John Patrick Smith
Commercial Manager ..... Evelyn Eppinger
Sales Promotion Mgr.....John Patrick Smith
Program-Publicity Director-Production Manager ..... Glenn Clark Miller
Chief Announcer ..... Earl Corbett
Musical Director ..... Eugene T. Hoctor
Chief Engineer ..... Glen Davis

WKRC

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati Times-Star Co.
Address .....Hotel Alms
Phone Number .....Woodburn 0550
Transmitter Location .....Hotel Alms
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
Newspaper Affiliation..The Cincinnati Times-Star
News Service .....AP, UP
Transcription Service....Lang-Worth, Standard
Representative .....The Katz Agency

Personnel

President ..... Hulbert Taft
General Manager.....H. E. Fast
Sales Manager.....U. A. Latham
Sales Promotion ..... Joel W. Stovall
Program Director ..... Lew Kent
Merchandising Manager ..... Ed E. Hale
Chief Announcer ..... Bob Neal
Production Manager ..... Bob Neal
Publicity Director ..... Carl Press
Musical Director ..... Bob Snyder
Chief Engineer ..... George A. Wilson

WLW

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By..The Crosley Corporation
Address ..... 140 W. Ninth St.

WKRC

ONLY Cincinnati Radio Station with a consistent YEAR-BY-YEAR INCREASE in Share-of-Audience since 1941

550 KILOCYCLES

Nationally Represented by
THE KATZ AGENCY

BASIC CBS

Phone Number.....Cherry 1822
Transmitter Location.....Mason, Ohio
Time on the Air.....24 hours daily
News Service ..... AP; INS; UP
Transcription Service.....World Broadcasting System

Personnel

Vice-President in Charge of Broadcasting .....James D. Shouse
Vice President and Gen. Mgr...R. E. Dunville
Sales Manager ..... Harry Mason Smith
Director of Promotional Activities..M. N. Terry
Director of Sales Promotion.....R. J. Savage
Program Director ..... Eldon A. Park
Production Manager ..... Chester Herman
Publicity Director ..... A. E. Scheffer
Chief Announcer ..... Chester Herman
Musical Director ..... Milton Weiner
Chief Engineer ..... R. J. Rockwell

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WSAI

CINCINNATI—ES. 1923

AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned By ..... Field Enterprises, Inc.
Operated By.....Buckeye Broadcasting Co.
Address ..... 115 E. Fourth St.
Phone Number ..... Cherry 6056
Transmitter Location.....Near Mt. Healthy, Ohio
Time on the Air....19 hours, Mon.-Sat.; Sun., 17 hours.
News Service .... AP & UP, Chicago Sun Wire
Transcription Service.....NBC Thesaurus
Representative ..... Louis H. Avery, Inc.

Personnel

President .....Marshall Field
General Manager ..... Robert M. Sampson
Sales Manager ..... W. R. Christian
Program Director.....James Leonard
Musical Director ..... Burt Farber
Chief Engineer ..... Wm. E. Symons
Publicity Director ..... Dorothy Wortman

•

WGAR

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.; n. 5000
Owned-Operated By.....The WGAR Broadcasting Company
Address ..... Hotel Statler
Phone Number .....Prospect 0200
Transmitter Location..Broadview & Atkins Rd., Brecksville, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service....Lang-Worth, Standard
Representative....Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
Vice President-General Manager..John F. Patt
Assistant Manager ..... Carl George
Commercial Manager.....Harry Camp
Sales Promotion Manager ..... Jack Roeder
Program Director.....David Baylor
Production Manager ..... Wayne Mack
Musical Director ..... Walberg Brown
Chief Announcer ..... Reg Merridew
Chief Engineer ..... R. Morris Pierce
Publicity Director .....Manuel Eisner

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WHK

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned By ..... Cleveland Plain Dealer
Operated By.....United Broadcasting Co.
Address .....1311 Terminal Tower
Phone Number.....PRospect 5800
Transmitter Location ....Seven Hills Village
Time on the Air.....6:45 a.m. to 1 a.m.
Newspaper Affiliation.....Cleveland Plain Dealer
News Service.....AP, Reuters
Transcription Service..Lang-Worth, Associated, BMI
Representative .....Paul H. Raymer Co.

Personnel

General Manager ..... K. K. Hackathorn
Sales Manager ..... Robert DeTehon
Program Director.....C. M. Hunter
Merchandising Manager.....Sue Cornelius
Chief Announcer ..... Garde Chambers
Publicity Director.....Saul Glantz
Production Manager ..... Albert Shambarger
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany
Record m. c.....Hugh Collins

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WJW

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Address .....WJW Building, Playhouse Square
Phone Number .....SUperior 0101
Transmitter Location ....North Royalton, Ohio
Time on the Air.....Full time
News Service.....UP, TP
Transcription Service .....Standard
Representative .....Headley-Reed Co.

Personnel

President and General Manager .....William M. O'Neil

Commercial Manager.....W. J. Sylvester
Sales Promotion and Merchandising Manager .....Ben Stiller
Program Director .....Edward N. Palen
Chief Engineer .....Gerold G. Roberts

•

WTAM

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By....National Broadcasting Co.
Business Address ...815 Superior Ave., N.E.
Phone Number .....Cherry 0942
Transmitter Location .....Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays, 6 a.m. to 1 a.m.
News Service.....UP; AP
Transcription Service .....NBC Thesaurus; Standard Radio
Representative ..... Donald Stratton

Personnel

President .....Niles Trammell
General Manager ..... Varnon H. Pribble
Station Manager ..... Vernon H. Pribble
Commercial Manager ..... Harold Gallagher
Sales Promotion Manager .... Howard Barton
Program Director ..... Hal Metzger
Publicity Director ..... Victor Liston
Chief Engineer ..... S. Edwin Leonard

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WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By ..... Radiohio, Inc.
Address .....33 North High Street
Phone Number.....Adams 9265
Transmitter Location .....1035 Barnett Rd.
Time on the Air..6 a.m. to 1 a.m. daily;8 a.m. to 1:05 a.m. Sunday
News Service ..... AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Robert H. Wolfe
Gen. and Station Manager..Richard A. Borel
Sales-Commercial Manager ..... W. I. Orr
Sales Promotion Manager....Jerome R. Reeves
Program Director ..... Geer Parkinson
Production Manager ..... Chester S. Long
Publicity Director ..... Jerome R. Reeves
Chief Announcer ..... Russell Canter
Musical Director ..... Geer Parkinson
Record m. c.....Irwin A. Johnson
Chief Engineer ..... Lester H. Naizger

WCOL

COLUMBUS—EST. 1934

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Pixleys
Business Address.....33 North High St.
Phone Number .....Main 4581
Transmitter Location.....33 North High St.
Time on the Air ..... 6 a.m. to 1 a.m., Sundays 7:30 a.m. to 1 a.m.
News Service.....INS & AP
Transcription Service.....World; Lang-Worth
Representative ..... Headley-Reed Company

Personnel

Owner.....L. A. Pixley
General and Station Manager .... Jack Kelly
Sales Commercial Manager ..... Jack Kelly
Publicity and Merchandising Manager ..... Howard Donohoe
Continuity Director ..... Frank Tate
Production Manager ..... Al Albinger
Chief Engineer ..... Leo DeConnick

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WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.....United Broadcasting Co.
Address .....22 East Gay St.
Phone Number ..... Adams 1101
Transmitter Location.....901 Obetz Road
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation .....Cleveland Plain Dealer
News Service ..... UP
Transcription Service.....Lang-Worth, Cole
Representative .....Radio Advertising Corp.

Personnel

President .....Sterling Graham
General Manager.....Carl M. Everson
Commercial and Sales Promotion Manager .....Harry H. Hoessly
Program Director-Production Manager .....John Moses
Publicity Director.....Juanita Wilcox
Chief Announcer .....Bernard J. Sweeney
Director .....Abram Ruvinsky
Chief Engineer.....William C. Minor
Record m. c.....Budd Sweeney

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WOSU

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Ohio State University
Business Address .....Columbus
Phone Numbers: University 3148; Extension 711-2, 579

Studio Address .....Campus
Transmitter Location: University Golf Course, Worthington Road
Time on the Air.....Limited time, to sunset at Dallas, Texas
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President.....Howard L. Bevis
Station Director.....R. C. Higgy
Program Director.....William H. Ewing
Publicity Director.....H. K. Schellenger
Chief Operator.....C. H. Boehnker

*(Non-Commercial Station)

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WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By..Miami Valley Broadcasting Corporation
Business Address.....45 South Ludlow Street
Phone Number .....ADams 2261
Transmitter Location.....Hempstead Road
Time on the Air.....18½ hours daily
Newspaper Affiliations: Dayton Daily News;
News Service.....UP, INS.
Transcription Service..Standard Radio & World
Representative.....George P. Hollingbery Co.
Reps. for South..Harry Cummings, Jacksonville, Fla.

Personnel

President.....James M. Cox, Jr.
General Manager.....Robert Moody
Sales Manager.....Arthur H. Tomsett
Sales Promotion Manager..Garland V. Baldwin
Program Manager.....Lester G. Spencer
Production Director.....Don Wayne
Publicity Director.....Stan Mouse
Musical Director.....Henry Lange
Chief Announcer.....Sigel A. Roush
Chief Engineer.....Ernest L. Adams

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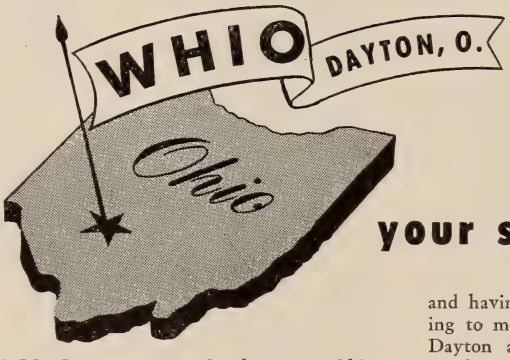
WING

DAYTON—EST. 1939

ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By..Great Trails Broadcasting Corporation
Address.....121 North Main Street



TELL
SOUTHWESTERN
OHIO
your sales message

WHIO Dayton covers Southwestern Ohio—where the Great Miami and Little Miami rivers flow through the prosperous farm lands of a $100 million agricultural market richly studded by progressive manufacturing centers. This ready market is supported by diversified industries with sound progress in reconversion and having projected expansion plans amounting to more than $50 million!

Dayton and Montgomery County voters recently passed levies and bond issues to finance a unified capital improvement program amounting to $28 million!

Tell your sales story through WHIO Dayton, the local station with the largest listening audience, plus complete, reliable local news coverage: UP, INS, PA.

5000 WATTS . . . . . BASIC CBS

WHIO

• 11 YEARS SERVING THE DAYTON AREA
• G. P. HOLLINGBERY COMPANY, Representatives
• HARRY E. CUMMINGS, Southeastern Representative

Phone Number.....ADams 3288-89-80
Transmitter Location.....Shaker Road
Time on the Air.....5:45 a.m. to 1:05 a.m., Sundays 6:45 a.m.-12:05 a.m.
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....Weed & Company

Personnel

President ..... Charles Sawyer
General Manager .... John Pattison Williams
Station and Sales Manager.....F. G. Dykstra
Merchandising Manager....Mrs. Ruth Krause
Musical Director ..... Charles G. Reeder

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WFIN

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Findlay Radio Company
Business Address....500½ South Main Street
Phone Number.....Main 1330
Transmitter Location.....Williams Road
Time on the Air:6:30 a.m. to local sunset; Sundays, 7:30 a.m. to local sunset
News Service .....INS
Transcription Service .....Lang-Worth; Standard Radio & Keqstone, Cole.

Personnel

Owner-General Manager ..... Fred R. Hover
Sales Manager ..... M. C. Clark
Production Director ..... Joanne Lewis
Sales Promotion ..... Dick Davis
Chief Engineer.....Edgar Smith

•

WMOH

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..The Fort Hamilton Broadcasting Co.
Address.....Second National Bank Bldg.
Phone 4664
Transmitter Location.....Middletown Pike
Time on the Air.....6 a.m. to 11 p.m.; Sun., 7 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President.....Herbert G. Pabst
Executive Director ..... Don Ioset
Sales Manager ..... Joe True
Chief Engineer.....Andrew Bruck

WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.
OHIO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Fort Industry Co.
Address.....620 National Bank Bldg.
Phone 93161
Transmitter Location.....1424 Rice Ave.
Time on the Air....6 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service ..... AP
Transcription Service ..... Standard
Represenatives .....Headley Reed

Personnel

President.....George B. Storer
Vice-President & Gen. Mgr.....J. Harold Ryan
Station-Sales Manager ..... R. G. Elvin
Production-Program Director .. Edgar C. Ulrick
Chief Engineer ..... Darrell J. Hunter

•

WMAN

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Address.....140 Park Avenue West
Phone Numbers.....4235-6
Transmitter Location..Corner Longview Ave. and No. Main St.
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service ..... World
Representative ..... Broadcast Sales Co.

Personnel

Owner ..... M. F. Rubin
General Manager ..... J. M. O'Hara
Program Director ..... Robert B. Christopher
News Editor ..... Robert Horn
Chief Engineer ..... W. E. Morrison

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(Call Letters to Be Assigned)
MARIETTA*

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Marietta Broadcasting Co.
Address.....St. Clair Block
* Construction Permit.

•

(Call Letters to Be Assigned)
MARIETTA*

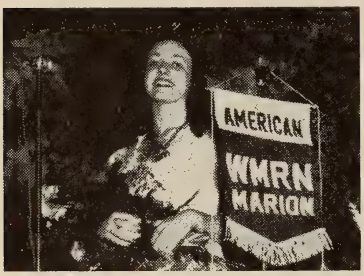
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Parkersburg Sentinel Co.
Address..519 Juliana St., Parkersburg, W. Va.

Personnel

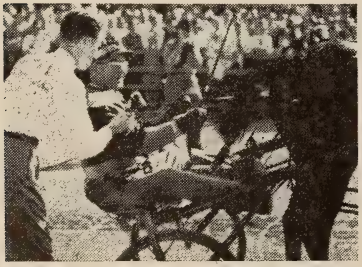
Chief Executive.....Howard L. Chernoff
* Construction Permit.

Louis Bromfield addresses annual Marion Chamber of Commerce Banquet.

Billy Southworth and baseball veterans Hank Gowdy, Jess Haines, Cy Young and Bob Ewing, at the annual "Southworth Dinner" given by The Kenton Elks.



W-M-R-N's listeners hear Miss Mary Jean Rankin, 1945 Corn Queen of the Bucyrus Annual Corn Show.



W-M-R-N covers the Little Brown Jug Futurity whose lush $40,000 purse in 1946 will draw the nation's best pacers and drivers to Delaware.

WMRN

Marion OHIO

The Friendly Neighbor

to 200,000 OHIOANS

W-M-R-N is happy to co-operate with its more than 200,000 listeners in promoting and publicizing their many and varied activities . . . more than 200,000 listeners who live in the heart of one of the richest agricultural and industrial areas in all Ohio.

On this page are illustrated a few of the many rural and city events that are broadcast annually over W-M-R-N.

Public service like this makes real friends of the local folks in our seven-county service area . . . whose buying power is valued at almost $200,000,000 annually.

Get your share of this rich market . . . tell your story to these in-the-money, willing-to-buy listeners.

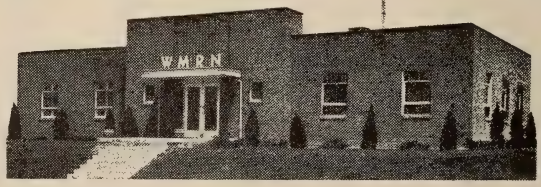
REMEMBER . . .

When You Buy Time On

W-M-R-N

You Buy

SALES RESULTS!



AN AFFILIATE OF THE AMERICAN BROADCASTING CO.

Sales Representatives:

Broadcast Sales Company
280 Madison Avenue
New York City

Broadcast Sales Company
360 N. Michigan Avenue
Chicago, Illinois

Gene Grant & Company
1651 Cosmo Street
Hollywood, California

WMRN

MARION—EST. 1940

ABC
OHIO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....The Marion Broadcasting Company
Operated By ..... R. T. Mason
Address.....North Main Street
Phone Number 3226-7
Transmitter Location.....North Main Street
Time on the Air ..... 16 hours, 15 min. daily
News Service .....UP
Transcription Service.....NBC Thesaurus.

Personnel

President-Station Manager.....Robert T. Mason
Commercial Manager.....Geo. A. Speese
Sales Manager.....George A. Speese
Program Director ..... L. T. Marsh
Publicity Director ..... Ray Oviatt
Musical Director ..... Bob Dell
Record m. c.....Eric Paige
Chief Engineer.....Joe Peters

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WPAY

PORTSMOUTH—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Brush-Moore Newspapers
Address.....1009 Gallia St.
Phone Number 1010
Transmitter Location.....1009 Gallia St.
Time on the Air..7 a.m. to midnight; Sundays, 7:30 a.m. to midnight.
Newspaper Affiliation.....Portsmouth Times
News Service.....AP & UP
Transcription Service.....Lang-Worth & BMI

Personnel

President .....Louis H. Brush
General and Station Manager..Paul Wagner
Sales-Commercial Manager.....G. F. Boyd
Sales Promotion-Merchandising Manager .....Robert K. Kuhn
Program Director.....H. W. Apel
Publicity Director.....Robert H. Kuhn
Chief Announcer.....Edward Sagraves
Musical Director.....Dorothy Page
Chief Engineer.....Maurice L. Myers
Record m. c.....Carl Sunkel

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WIZE

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Voice of Springfield, Inc.
Address .....115 West High Street
Phone Number 4955
Transmitter Location .....Springfield
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP & AP
Transcription Service....Lang-Worth, Standard
Representative .....Weed & Co.

Personnel

President .....Charles Sawyer
General and Station Manager....Adna Karns
Sales-Commercial Manager.....Adna Karns
Program Director.....Arthur L. Martin
Production Manager.....Bob Terry
Publicity Director.....Sarah Zahm
Musical Director.....Jim Newman
Chief Engineer.....Victor L. Bushong

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WSTV

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
VICTORY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Valley Broadcasting Company
Business Address...Exchange Realty Building
Phone Number 2-6265-66-67
Transmitter Location.....Altamont Heights
Time on the Air.....6:45 a.m. to 1:15 a.m.
News Service .....UP

AP RADIO PRODUCTIONS

OFFERS FOUR OUTSTANDING SHOWS TRANSCRIBED

"Sports Star Special"
"Star Time"
"Special Assignment"
"The Cliff Edwards Show"

BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE EACH SHOW
A SALES WINNER

Ask about the unique, new "Cue-In" technique.

Transcription Service ..... Thesaurus
Representative..Joseph Hershey McGillvra, Inc.

Personnel

General and Commercial Mgr...John J. Laux
Sales Promotion-Merchandising
Manager .....John L. Merdian
Production Manager-Asst.
Manager .....John L. Merdian
Production Manager and Assistant
Program Director ..... George H. Wilson
Publicity Director and Local News
Editor ..... Harry Cochran
Chief Announcer ..... George H. Wilson
Musical Director ..... Thomas Arim
Chief Engineer ..... Joseph M. Troesch

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WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By....The Fort Industry Co.
Address....Broadcast Building, 136 Huron St.
Phone Number.....ADams 3175

Transmitter Location: Oregon Road, East Toledo
Time on the Air.....6 a.m. to 1 a.m.
News Services.....AP, INS, UP
Transcription Service.....NBC Thesaurus & Lang-Worth
Representative.....The Katz Agency

Personnel

President.....George B. Storer
Vice President.....J. Harold Ryan
Managing Director.....E. Y. Flanigan
Sales Promotion Manager.....W. F. Shannon
Program Director.....Robert B. Evans
Chief Engineer Studio.....Frank M. Hilbert
Chief Engineer Transmitter....Edward L. Goon

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WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Community Broadcasting Company
Address .....Bell Building
Phone Number.....Adams 3291

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

National Representative: Joseph Hershey McGillvra, Inc.
New York • Chicago • Los Angeles • San Francisco

WSTV
STEUBENVILLE, O.
JOHN LAUX, MGR.
MUTUAL

WFPG
ATLANTIC CITY, N. J.
EDDIE KOHN, MGR.
ABC NETWORK

WJPA
WASHINGTON, PA.
BOB KLIMENT, MGR.
MUTUAL

WKNY
KINGSTON, N. Y.
LOU STEKETEE, MGR.
MUTUAL

Big BOX-OFFICE in Toledo

WTOL shows in Toledo are big box-office . . . every day and every night. Locally owned, locally operated . . . the station plays to an audience with a first-hand understanding of what its particular audience most enjoys. Local interest. Plus national prestige. Local merchants prefer and use WTOL. Its local wallop offers a great opportunity for national advertisers to tie in for results.

WTOL

"Toledo's Friendly Station"

Basic ABC Network

Arch Shawd, General Manager

Representatives: Radio Advertising Co.

IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN--WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown—WKBN. The leading purchasing power of this third largest U. S. Steel Center is revealed conclusively by available statistics... total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only... WKBN.

As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force... the respected source of information and entertainment for a major market area of over half a million consumers... plus the bonus coverage area of over 6,000,000.

AFFILIATE
COLUMBIA BROADCASTING SYSTEM

WKBN

YOUNGSTOWN, O.

5000 watts
570 kc

Represented by
PAUL H. RAYMER COMPANY

* *WKBN delivered its first broadcast to Youngstown earphones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7½ watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment... situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section... brings Columbia Network and local entertainment to listeners in five states and Canada.*

Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News Service ..... UP & AP
Transcription Services..Associated Music Publishers; World.
Representative.....Radio Advertising Corp.

Personnel

President .....Frazier Reams
Vice President-General Manager..Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager .... Henry Morgan
Program Director-Production Manager ..... Karl Nelson
Publicity Director....Charlotte Van Rensselaer
Musical Director.....Dorothy Diller
Chief Engineer.....John Sheehan

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WRRN

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number 4490
Time on the Air.....6:45 a.m. to 12 midnight
Transmitter Location..710 Main Avenue, S. W.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative.....Joseph Hershey McGillvra

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
Station Manager.....Emerson J. Pryor
Commercial Manager.....Frank B. Cannon
Sales Promotion Manager....Emerson J. Pryor
Program Director-Production Manager ..... Lynn E. Gifford
Publicity Director.....Emerson J. Pryor
Chief Engineer.....Robert V. Kinney

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WFMJ

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..WFMJ Broadcasting Co.
Address.....101 W. Boardman St.
Phone Number 34121
Transmitter Location....101 W. Boardman St.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..Youngstown Vindicator
News Service.....AP; UP
Transcription Services.....Lang-Worth; Standard Radio
Representative.....Headley-Reed Company

Personnel

Owner-Station Manager..William F. Maag, Jr.
National Advertising Manager.....Phil Wood
Program Director.....William Crooks
Business Manager.....Leonard Nasman
Musical Director.....Ronald Richards
Chief Engineer.....Frank Dieringer

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WKBN

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Broadcasting Corp.
Address.....17 N. Champion St.
Phone Number 4-2122
Transmitter Location.....3430 Sunset Blvd.
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation..Cleveland Plain Dealer
News Service .....UP
Transcription Services.... World; Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
Station-Commercial Manager.....J. L. Bowden
Sales Promotion Manager.....Foster Harmon
Program Director.....Gene Trace
Production Manager.....Gene Trace
Publicity Director.....Foster Harmon
Chief Engineer.....B. T. Wilkins

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WHIZ

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned By...Southeastern Ohio Broadcasters, Inc.
Operated By.....Fort Industry Company
Address .... North Fifth St., Lind Arcade Bldg.
Phone Number 6000
Transmitter Location.....Newark Road
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President .....George Storer
General Manager ..... Allen L. Haid
Sales Manager ..... J. Robert Kerns
Program Director-Production Manager ..... Howard George
Chief Engineer ..... William Hunt

OKLAHOMA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KADA

ADA—EST. 1934

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number 1212
Transmitter Location .....North Broadway
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service .....AP
Representative.....Taylor Howe Snowden

Personnel

Owner.....Dr. C. C. Morris
General-Manager ..... James M. Griffith
Commercial Manager.....LeRoy W. Moses
Chief Engineer .....Harold Walker

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KVSO

ARDMORE—EST. 1935

AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Business Address .....Hotel Ardmore
Phone Number 3030
Studio Address .....Hotel Ardmore
Transmitter Location.....Chickasaw & Northwest Blvd.
Time on the Air.....Unlimited License
Transcription Service.....SESAC, World
Newspaper Affiliation.....Daily Ardmoreite
News Service .....AP
Representative.....Taylor Howe Snowden

Personnel

General Manager.....Albert Riesen
Commercial Manager.....Gene Calley
Musical Director.....Dolly Dutton
Chief Engineer.....John Malloy

•

KWON

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting Co.
Business Address ...Union Natl. Bank Bldg.
Phone Number 1400
Studio Address.....Union National Bank Bldg.
Transmitter Location ..... Highway U.S. 75
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....AP

Personnel

President-General Manager.....J. Fred Case
Commercial Manager ..... John Collins
Sales Promotion.....Henry H. Heerman
Program Director ..... Keith Upson
Chief Engineer.....E. Dallas Degraffenreid

•

KASA

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc .....Power 100 Watts
Owned-Operated By.....Southwest Broadcasting Co.
Address.....Casa Grande Hotel
Phone Number..... 730
Transmitter Location.....Casa Grande Hotel
Time on the Air.....Full time
News Service .....UP
Transcription Service .....Standard
Representative .....Gene Grant

Personnel

President.....L. J. Preston
Supervisor.....F. E. Mayhew
Program Director.....John Carmen
Chief Engineer.....G. M. Patterson

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KCRC

ENID—EST. 1929

ABC
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Business Address.....Broadway Tower
Phone Number 447
Transmitter Location.....318 E. Willow
Time on the Air.....6:30 a.m. to 11:05 p.m.
Newspaper Affiliation...Enid Morning News; Enid Daily Eagle
News Service .....AP
Transcription Service .....Standard
Representative ..... Taylor-Howe-Snowden

Personnel

President ..... Mrs. Lucy M. Garber
General Manager.....Milton B. Garber
Station Manager.....Lucien D. Lindsey
Sales Promotion.....Hugh J. Finnerty
Program Director ..... Marjorie Studer
Chief Engineer ..... Murray Coleman

KSWO

LAWTON—EST. 1941

MUTUAL

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By
Oklahoma Quality Broadcasting Co.
Business Address ..... PO Box 699
Phone Number.....3413
Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News Service .....UP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Sales Promotion-Merchandising Manager.....John W. Guffey
Program Director.....Kathleen Burkett
Publicity Director.....Jeanne Dryden
Chief Engineer ..... W. E. Billington

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KBIX

MUSKOGEE—EST. 1936

ABC
OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Business Address.....Barnes Bldg.
Phone Number 303
Studio Address .....Barnes Building
Transmitter Location .....Barnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskogee Daily Phoenix & Times Democrat
News Service ..... AP
Representative ..... Taylor-Howe-Snowden

Personnel

President-General Manager....Tams Bixby, Jr.
Station Manager ..... Paul A. Bruner
Sales-Commercial Manager..Mary D. Robinson
Program Director ..... Marcia King

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KTMC*

McALESTER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...McAlester Broadcasting Co.
Address .....Aldridge Hotel

Personnel

Owners.....C. E. Wilson, P. D. Jackson

* Construction Permit.

WNAD*

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By..University of Oklahoma
Business Address...Faculty Exchange, Norman
Phone Number .....900; Station No. 124
Studio Address ..... Memorial Union Bldg.
Transmitter Location.....1140 Jenkins Ave.
Time on the Air.....Daytime License
News Service .....AP

Personnel

General Manager ..... John W. Dunn
Production Manager ..... Jim Newman
Musical Director ..... Jack Bowers
Chief Engineer ..... Jack Boyer

*(Non-Commercial Station).

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KOCY

OKLAHOMA CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broadcasting Co.
Address .....Plaza Court
Phone Number..... 3-4333
Transmitter Location.....Plaza Court
Time on the Air.....6 a.m. to 12 midnight, Sunday 7 a.m. to midnight.
News Service .....AP
Transcription Service .....Associated Music Publishers; Standard Radio; NBC Thesaurus
Representative .....The Walker Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake
Commercial Manager .....George Tarter
Sales Promotion-Merchandising Manager ..... L. O. Peak
Program Director-Production Manager ..... Paul H. Buenning
Chief Engineer ..... George W. Brock

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KOMA

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By..... KOMA, Inc.
Address .....Biltmore Hotel

Phone Number 2-3291
Studio Address.....24th Floor, Biltmore Hotel
Transmitter Location: 7½ miles north of Oklahoma City
Time on the Air.....18 hours daily
News Service ..... UP
Transcription Service.....World Trans. Service, Standard, Cole.
Representative..... Free & Peters

Personnel

President ..... John Griffin
General Manager ..... Kenyon Brown
Sales-Commercial Manager.....J. J. Bernard
Sales Promotion-Merchandising Manager ..... Webster L. Benham, Jr.
Program Director ..... Bill Bryan
Production Manager ..... Allan Page
Publicity Director ..... Kenneth Harris
Chief Announcer ..... Bob Duren
Musical Director ..... Mickey Reynolds
Chief Engineer ..... Morris W. Thomas

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KTOK

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned by.....O. L. "Ted" Taylor
Operated By ..... Radio Station KTOK
Business Address.....2004 Apco Tower
Studio Address.....1800 West Main
Phone Number 3-8352
Transmitter Location.....1800 West Main
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP
Transcription Service.....World; Lang-Worth
Representative ..... Taylor-Howe-Snowden; Homer Griffith

Personnel

President.....O. L. "Ted" Taylor
General Manager ..... Alex Keese
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Publicity Director ..... Eva Alexander
Program Director ..... Harold Shreve
Musical Director ..... Jerre Cammack
Chief Engineer.....Clifford Easum

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WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Oklahoma Publishing Co.
Operated By.....WKY Radiophone Co.
Address.....Skirvin Tower Hotel
Phone Number..... 3-4306
Transmitter Location.....Highway No. 66
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....Daily Oklahoman; Oklahoma City Times; The Farmer Stockman
News Service ..... AP
Transcription Service.....Standard Library, Associated
Representative .....The Katz Agency

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
General Manager.....P. A. Sugg
Commercial Manager.....Ralph Miller
Promotion Manager.....Tom Rucker
Chief Engineer .....Herman Lovell

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KHBG

OKMULGEE—EST. 1937

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting Corp.
Address .....McCulloch Bldg.
Phone Number 3646
Transmitter Location .....Okmulgee
Time on the Air ..... 6:45 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service..Lang-Worth; Keystone
Representative ..... Sears & Ayer

Personnel

President-Manager .....Pat Buford
Commercial-Sales Promotion Manager Lucille Buford
Program-Production Director .....Nova Clarke
Chief Announcer ..... Lowell Clark
Chief Engineer ..... J. H. Smith, Jr.

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WBBZ

PONCA CITY—EST. 1927

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Adelaide Carrell
Address .....615 West Grand Avenue
Phone Number 3200
Transmitter Location.....615 Grand Avenue
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP

Personnel

Managing Director .....A. L. Carrell
Sales Manager.....L. C. McKenney

Program Director ..... Don Chadd
Publicity Director ..... Bill C. Maugans
Chief Engineer ..... N. J. DeFrancesco

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KGFF

SHAWNEE—EST. 1930

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By .....Stauffer Publications
Operated By.....KGFF Broadcasting Co.
Address..... Aldridge Hotel
Phone Number 4390
Transmitter Location.....Shawnee Country Club
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation....Stauffer Publications
News Service ..... AP
Representative.....Taylor Howe Snowden

Personnel

President .....Oscar Stauffer
General Manager ..... Maxine Eddy
Commercial Manager ..... H. S. Henderson
Promotion-Publicity Director .... Zaida Porter
Production-Program Director .. Roy J. Bowman
Chief Announcer ..... Roy J. Bowman
Chief Engineer .....Salvatore Ricciotti

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KOME

TULSA—EST. 1938

ABC
MUTUAL BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Oil Capital Sales Corp.
Operated By.....Harry Schwartz
Address .....Radio Bldg., 910 S. Boston
Phone Number 3-4121
Transmitter Location.....3904 S. Newport
Time on the Air.....Unlimited
News Service ..... AP
Transcription Service...Standard & Lang-Worth
National Representative.Taylor-Howe-Snowden

Personnel

President .....Harry Schwartz
General Manager .....Harold Grimes
Nat'l Adv. Manager and Counselor .....Fred Schwartz
Sales Promotion-Publicity Manager .....Mary Corkill
Program Director.....Dick Campbell
Continuity Director ..... Ann Fountain
Musical Director.....Alfred Fox
Chief Announcer ..... Bill Farley
Chief Engineer.....Roy Brown
Record MC.....Etta May Avery

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KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Broadcasting Company, Inc.
Address .....National Bank of Tulsa Bldg.
Phone Number 2-3191
Studio Address..National Bank of Tulsa Bldg.
Transmitter Location.....Turley, Okla.
Time on the Air.....5:45 a.m. to 11:30 p.m.
News Service ..... UP
Transcription Service ....World Broadcasting; Thesaurus, Standard.
Representative .....Free & Peters

Personnel

President.....J. T. Griffin
General Manager.....John Esau
Sales Mgr.-Merchandise Mg.....L. A. Blust, Jr.
Program Dir.-Production Mgr.....Karl Janssen
Publicity Director ..... George Ketcham
Chief Announcer ..... Jack Morris
Musical Director ..... Glenn Hardman
Chief Engineer ..... Robert E. Snider

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KVOO

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By..... Southwestern Sales Corporation
Address .....Philtower Blg.
Phone Number 2-2254
Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
Time on the Air: 5.55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
News Service .....INS
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Edward Petry & Co.

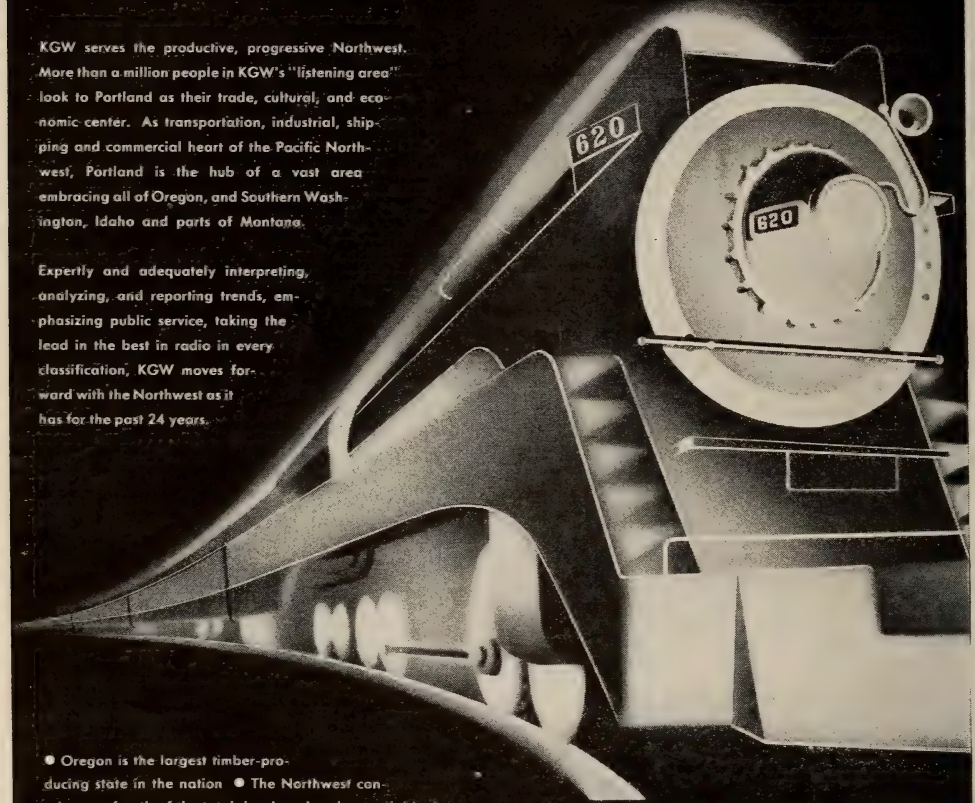
Personnel

President.....W. G. Skelly
Vice President-General Manager.....William B. Way
Commercial Manager.....Gustav Brandborg
Publicity-Sales Promotion Manager, W. T. McClarin
Program-Production Director....F. M. Randolph
Chief Engineer.....L. W. Stinson

KEEP PACE WITH PACIFIC PROGRESS

KGW serves the productive, progressive Northwest. More than a million people in KGW's "listening area" look to Portland as their trade, cultural, and economic center. As transportation, industrial, shipping and commercial heart of the Pacific Northwest, Portland is the hub of a vast area embracing all of Oregon, and Southern Washington, Idaho and parts of Montana.

Expertly and adequately interpreting, analyzing, and reporting trends, emphasizing public service, taking the lead in the best in radio in every classification, KGW moves forward with the Northwest as it has for the past 24 years.



● Oregon is the largest timber-producing state in the nation ● The Northwest contains one-fourth of the total developed and potential hydro-electric power of the United States ● Portland ranks second in volume of shipping tonnage handled on the coast, is center of the meat-packing industry of the Northwest, and is the nation's second largest wool-shipping city.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

KGW... RADIO'S MAINLINE TO NORTHWEST MARKETS

OREGON

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette Broadcasting Company
Business Address.....15th and Elm Streets
Phone Number 870
Transmitter Location.....15th and Elm Streets
Time on the Air.....6:30 a.m. to midnight; Sundays, 7 a.m. to midnight
Newspaper Affiliation.....Albany Democrat Herald
News Service .....UP
Transcription Service....Standard Radio, Cole
Representative .....John Keating

Personnel

President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
General Station Manager.....Chet Wheeler
Commercial Manager.....Hal Byer
Sales Promotion-Merchandising Manager John Blake
Program-Publicity Director.....John Wray
Production Manager.....Bob Reinholdt
Chief Announcer.....Paul Danielson
Record m. c.....Bob Nissen
Chief Engineer.....Bill Hansen

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KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Astoria Broadcasting Co.
Address.....404 Commercial St.
Phone Number 95
Transmitter Location.....1006 Taylor Avenue
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....Astorian-Budget
News Service .....AP
Transcription Service.....Standard Radio
Representatives..Walter Biddick, John Keating

Personnel

Station Manager .....L. E. Parsons
Commercial Manager.....E. H. Johnson
Chief Engineer .....James M. Titus

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KBKR

BAKER—EST. 1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....1st and Court Streets
Phone Number 140
Transmitter Location .....Baker
Time on the Air.....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant Co.

Personnel

Owners....Marshall E. Cornett, Lee W. Jacobs
General & Station Manager....Lee W. Jacobs
Sales-Commercial Manager....Lee W. Jacobs
Sales Promotion Manager.....Ken Lockwood
Program Director.....Grace Baer
Production Manager-Musical Director Bud Stuart
Chief Engineer.....Sidney Williams

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KBND

BEND—EST. 1938

MUTUAL
DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Bend Bulletin
Address.....1147 Wall St.
Phone Number.....848
Transmitter Location.....1147 Wall St.
Time on the Air.....7 a.m. to 10:30 p.m.
Newspaper Affiliation.....Bend Bulletin
News Service .....UP
Transcription Service.....Lang-Worth

Personnel

President.....Robert W. Sawyer
General and Station Manager.Frank H. Loggan
Sales-Commercial Manager....William Barton
Sales Promotion-Merchandising Manager William Barton
Program Director.....Ellen Hammond
Chief Engineer.....Wallace Guthrie

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KOAC*

CORVALLIS—EST. 1925

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned by .....State of Oregon
Operated By.....Oregon State College
Address .....Corvallis, Oregon
Phone Number 526
Studio Address .....Corvallis
Transmitter Location.....Granger
Time on the Air.....10 a.m. to 10 p.m.
News Service .....UP

Personnel

Station Manager.....Allen Miller
Program Director.....Allen Miller
Production Manager-Chief Announcer
James M. Morris
Musical Director.....Richard E. Fuson
Publicity Director.....Mrs. Jeanne Popovich
Chief Engineer.....Grant Feikert
(Non-Commercial Station)

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KODL

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.... Western Radio Corp.
Address .....Scenic Drive
Phone Number 2300
Transmitter Location .....The Dalles
Time on the Air...8 a.m. to sign-off; Sundays, 9 a.m. to 9 p.m.
Transcription Service.....C. P. MacGregor, Keystone
News Service .....UP
Representatives...Walter Biddick, Gene Grant

Personnel

President-General Manager,
V. Barney Kenworthy
Station Manager.....Glenn Howell

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KORE

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By ..Frank L. Hill and Violet G. Hill d/b Eugene Broadcast Station
Operated By.....Violet Motter
Address.....Box 408
Phone Number 3
Transmitter Location....27th & Willamette Sts.
Time on the Air: 6 a.m. to Midnight; Sunday, 7 a.m. to 11 p.m.
News Service.....AP & UP
Transcription Service.....World
Representative.....John Keating

Personnel

Owner .....Violet Motter
Manager .....L. W. Trommlitz
Commercial-Production Manager.Bruce Nidever
Secretary-Program Director...Marjorie Jackson
Production Manager.....Bruce Nidever
Chief Engineer.....Harold Gander

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KUIN

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Southern Oregon Broadcasting Co.
Business Address.....P. O. Box 148
Phone Number.....1100
Studio Address.....Redwood Highway
Transmitter Location.....Redwood Highway
Newspaper Affiliation.....Grants Pass Courier
Time on the Air.....7 a.m. to 10:15 p.m.
Transcription Services....World Broadcasting System, MacGregor, SESAC
Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
Director.....William B. Smullin
Station-Commercial Manager....Ralph Hanson
Sales Promotion Manager.....N. L. Williams
Program Director.....M. A. Dawson
Production Manager.....E. A. Malone
Publicity Director.....N. L. Williams
Chief Announcer.....Glenn E. Nickell
Musical Director.....Clarence L. Bauer
Chief Engineer.....Edward A. Malone
Record m.c.....Glenn E. Nickell

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KFJI

KLAMATH FALLS—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....KFJI Broadcasters, Inc.
Address.....213 Main St.
Phone Number.....5155
Transmitter Location .....Klamath Falls
Time on the Air.....6:30 a.m. to 10 p.m.
Transcription Service..... World Broadcasting System, NBC Thesaurus
News Service .....UP
Representative .....W. S. Grant Co.

Personnel

President-General Manager.....W. D. Miller
Station-Commercial Manager.....Jack Keating
Program Director.....John Pennington
Chief Engineer.....Robert Davenport, Jr.

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KFLW

KLAMATH FALLS—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publishing Co.
Business-Studio Address.Main & Esplanade Sts.
Phone Number.....8111
Transmitter Location...Main & Esplanade Sts.
Newspaper Affiliation.Herald & News, Owner
News Service.....AP
Transcription Service.....NBC Thesaurus, Syndicated Programs
Representative.....Lewis H. Avery

Personnel

President.....Frank Jenkins
General Manager.....Marshall H. Pengra
Station Manager.....H. J. Chandler
Sales & Promotion Manager.....Max J. Frye
Chief Engineer.....Gilbert E. Walters

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KLBM

LA GRANDE—EST. 1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address .....La Grande
Phone Number..... 220
Transmitter Location ....One mile east of La Grande
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP
Transcription Service.....Standard Radio; Keystone
Representative.....W. S. Grant Co.

Personnel

President.....Marshall E. Cornett
General Manager.....Lee W. Jacobs
Station-Commercial Manager.Gordon L. Capps
Program Director.....Ken Lillard
Chief Engineer.....Sidney Williams

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KOOS

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Koos, Inc.
Address.....505 Hall Building
Phone Number 432-3
Transmitter Location.....Hall Building
Time on the Air....6 a.m. to Midnite, Sundays, 7 a.m. to Midnite
News Service ..... UP
Newspaper Affiliation.....Coos Bay Times
Transcription Service.....World Broadcasting
Representative .....John Keating

Personnel

President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station & Commercial Manager....Hal Shade
Office Manager.....Lucy Johnson
Musical Director.....Margaret McCoy
Chief Engineer.....Robert L. Spaugh

KMED

MEDFORD—EST. 1926

KEYSTONE BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Mrs. W. J. Virgin
Address .....Ross Lane
Phone Number 4000
Studio Address .....Ross Lane
Transmitter Location .....Ross Lane
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

Owner-General Manager....Mrs. W. J. Virgin
Commercial Manager.....Art Adler
Program Director .....Gladys LaMarr
Chief Engineer .....Dave Rees

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KSRV*

ONTARIO

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....First & Court Sts., Baker, Ore.
* Construction Permit.

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KWRC

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Western Radio Corp.
Operated By.....V. B. Kenworthy
Address .....Box 178
Phone Number..... 1425
Studio-Transmitter Location.....S. W. 6th St.
Time on the Air..7 a.m. to 10:15 p.m.; Sundays, 9 a.m. to 9:15 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth

Personnel

President-General Manager
V. Barney Kenworthy
Station-Commercial Manager..Paul E. Walden
Asst. Commercial Rep.....Ted A. Smith
Program-Production Director.....Keith Larkin
Chief Engineer.....Robert M. Eaton

KALE

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned By.....Journal Publishing Company
Operated By.....KALE, Inc.
Business Address.....9th & Taylor Sts.
Phone Number.....Br. 3484
Studio Address.....9th & Taylor Sts.
Transmitter Location.....Near Sylvan, Ore.
Time on the Air.....5:45 a.m. to 12 midnight
News Service.....AP & UP
Transcription Service.....Associated Music Publishers, Standard, Cole
Representative.....John Blair & Co.

Personnel

President.....P. L. Jackson
General and Station Manager
Charles E. Couche
Commercial Manager.....Norman A. Davis
Sales Promotion-Merchandising Manager
Norman A. Davis
Acting Production Manager.....Earl Gunn
Publicity Director.....Leith F. Abbott
Chief Announcer.....Willis Ross
Musical Director.....Alan Uhless
Chief Engineer.....A. E. Richmond

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KBPS*

PORTLAND—EST. 1923

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....School District No. 1
Business Address.....Benson Polytechnic School
Phone Number ..... La 4195
Transmitter Location.....Benson Polytechnic School
Time on the Air.....Shares time

Personnel

General Manager.....Mary E. Gilmore
Agent.....R. T. Stephens

*(Non-Commercial Station)

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KEX

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5,000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....815 S. W. Yamhill
Phone Number.....Broadway 5653
Studio Address.....1011 S. W. 6th
Transmitter Location...North Portland, Oregon
Time on the Air.....6 a.m. to 1 a.m., Sundays, 7 a.m. to 1 a.m.
News Service.....INS; UP
Transcription Service.....World
Representative.....Paul H. Raymer Co.

Personnel

President.....George H. Bucher
General Manager.....J. B. Conley
Station Manager.....Charles S. Young
Commercial Manager.....R. E. Rudolph
Program Director.....Eldon Campbell
Production Manager.....Melvin Bailey
Publicity Director.....Betty Hill
Musical Director.....George Bruns
Chief Engineer.....T. T. Ely

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KGW

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By ....The Oregonian Publishing Company
Business Address.....1011 S. W. 6th Ave.
Phone Number.....Be 6364
Studio Address.....1011 S. W. 6th Ave.
Transmitter Location.....Faloma, Ore.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....H. Quenton Cox
Sales Manager.....J. N. Wassan
Program Director.....Homer Welch
Production Manager.....Thomas Swafford
Publicity Director.....Thelma Agosti
Chief Announcer.....Frank Coffin
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold S. Singleton

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KOIN

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number .....Atwater 3333
Studio Address....New Heathman Hotel Bldg.
Transmitter Location.Sylvan near Canyon Road
Time on the Air.....6 a.m. to Midnight
News Services.....INS; UP; AP
Transcription Services.World Program Library; Associated Music Service
Representative.....Free & Peters, Inc.

Personnel

President.....C. W. Myers
Station & General Manager
.. Harry H. Buckendahl
Sales Promotion Manager.....Marc Bowman
Charles E. Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager .....Ted W. Cooke
Chief Announcer.....Lou Gillette
Publicity Director.....Enoch Squires
Musical Director.....Owen Dunning
Chief Engineer.....Louis Sumner Bookwalter

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K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
Owned-Operated By.....KWJJ Broadcast Co., Inc.
Address.....1011 S. W. 6th Ave.
Phone Number.....Atwater 4393
Transmitter Location .....Oaks Park, Portland
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP, INS
Transcription Service...Standard Radio, Lang-Worth
National Representative.....Burn-Smith Co.

Personnel

President .....Wilbur J. Jerman
General & Station Manager.....John C. Egan
Sales-Commercial Manager...L. D. Henderson
Sales Promotion-Merchandising Manager
Wilbur J. Jerman
Program Director.....Gerald E. Speerstra
Publicity Director.....John C. Egan
Chief Engineer.....Harold C. Singleton

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K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
Owned By.....KXL Broadcasters
Address .....Orpheum Building
Phone Number.....Broadway 6451
Transmitter Location...82nd St. & Sunnyside, Clackamas District
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio
Representative.....Pacific N. W., Walker

Personnel

President .....Frances R. Symons
Station and Commercial
Manager .....H. S. Jacobson
Program-Production
Director .....Frederick Eichhorn III
Chief Engineer.....H. H. Schoolfield, Jr.

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K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..News-Review Company
Business Address.....136 N. Jackson St.
Phone Number 4
Transmitter Location.....136 N. Jackson St.
Time on the Air.....16 hours daily
Newspaper Affiliation..Roseburg News-Review
News Service .....AP
Transcription Service.....Standard Radio, Cole, SESAC
Representative.....John Keating, Howard H. Wilson Co.

Personnel

General-Station and Commercial Manager
Marshall H. Pengra
Sales Promotion-Merchandising Manager
Iris Rice Helliwell
Program-Publicity Director...Iris Rice Helliwell
Chief Announcer.....Lon Hunt
Musical Director.....Max Dick
Record m.c.....Del McKay
Chief Engineer.....E. LeRoy Hiatt

•

K S L M

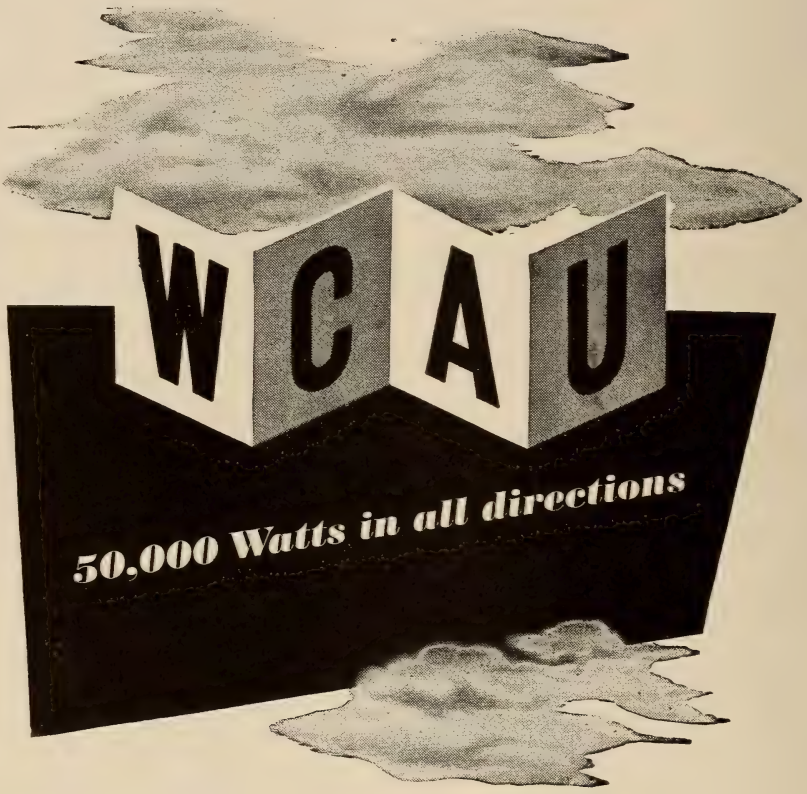
SALEM—EST. 1932

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....Senator Hotel Bldg.
Phone Number.....4831
Transmitter Location.....633 N. Front St.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP and AP
Transcription Service .....Lang-Worth
Representative.....Homer Griffith Co.

Personnel

President-General Manager
Glenn E. McCormick
Station Manager.....F. F. Fischer
Commercial-Sales Promotion
Manager.....Robert Fischer, Jr.
Production-Program Director.....Wes McWain
Publicity Director.....Woody Slater
Chief Engineer.....Clyde Carlton



CBS Affiliate

PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WSAN

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley Broadcasting Co.
Address .....39-41 N. Tenth St.
Phone Number 9511
Transmitter Location ....Old Catasauqua Rd.
Time on the Air.....7 a.m. to 1 a.m., Sundays 8 a.m. to 1 a.m.
Newspaper Affiliation.....Allentown Call Publishing Co.
News Service.....AP, UP
Transcription Services.....World Broadcasting System
Representative .....Headley-Reed Co.

Personnel

President.....J. C. Shumberger, Sr.
Gen. and Station Mgr....B. Bryan Musselman
Program Director ..... George Y. Snyder
Tech. Supervisor .....Reuel H. Musselman

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WFBG

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: The Gable Broadcasting Company (Lessee)
Address .....1320-32 11th Avenue
Phone Number..... 6467
Transmitter Location.....1320-32 11th Ave., Altoona, Pa.
Time on the Air.....7:15 a.m. to midnight
News Service .....AP
Transcription Service.....World Broadcasting System; Langworth
Representative .....Headley-Reed Co.

Personnel

President .....George P. Gable
Managing Director.....Roy Thompson
Program Direct.....Dorothy Jones
Chief Engineer.....George Burgoon

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WISR

BUTLER—EST. 1941

VICTORY NETWORK

Frequency: 680 Kc.....Power: 250 Watts
Owned By.....Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Numbers 4701-2
Transmitter Location.....Butler
Time on the Air.....7 a.m. to Sundown
News Service .....UP
Transcription Service ....World Broadcasting
Representative ..... Farjoe & Co.

Personnel

President-Station Manager-General Manager, David H. Rosenblum
Commercial-Sales Promotion Manager .....Leon Bernard
Program Dir.-Prod. Mgs...Edward Browning Jr.
Chief Engineer ..... Paul F. Rex

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(Call Letters to Be Assigned)

CLEARFIELD*

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Airplane & Marine Instruments, Inc.
Address .....Clearfield, Pa.
* Construction Permit.

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WCED

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-County Broadcasting Co., Inc.
Address .....80 North Park Place
Phone Number 1700
Transmitter Location.....80 North Park Place
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation .....DuBois Courier Express
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGilvra

Personnel

President ..... Col. H. T. Gray
General Manager.....Jason S. Gray
Station Manager.....Les Ryder
Commercial-Promotion Manager .....Les Ryder
Program Director.....Virginia Wade
Production Manager-Chief Announcer ..... Virginia Wade
Publicity-Musical Director.....Les Ryder
Chief Engineer ..... Vernon Stahl

WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcasters, Inc.
Address .....516 Northampton St.
Phone Number 6131
Transmitter Location.....Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News Service ..... UP
Transcription Service ..... NBC Thesaurus
Representative .....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Manager .....Eugene Bethman
Technical Director .....J. E. Mathiot

WLEU

ERIE—EST. 1935

ABC-MUTUAL
PENNSYLVANIA NETWORK
QUAKER NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Broadcasting Corporation
Address.....Commerce Building, 12th and State Streets
Phone Numbers.....23-327 or 22-129
Transmitter Location.....Commerce Bldg.
Time on the Air.....6 p.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General Manager .....V. Hamilton Weir
Sales Promotion ..... Wiles Hallock
Production Manager ..... Thomas Fleming
Commercial Manager .... V. Hamilton Weir
Chief Announcer ..... Wiles Hallock

WEST
EASTON, PENNSYLVANIA
PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial and agricultural area of the LEHIGH VALLEY with a population exceeding 300,000.
The Steel and Cement Center of the East. A market worthy of your consideration.

NBC——MUTUAL

National Representative: RADIO ADVERTISING CO.

Record m. c. ..... Ronald Graham
Program Director ..... Ronald Graham
Musical Director ..... Anthony Conti
Chief Engineer ..... Clarence Baker

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WERC

ERIE

NBC-PENNSYLVANIA NET

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By .... Presque Isle Broadcasting Co.
Address ..... 121 West 10th St.
Phone Number 26-918
Transmitter Location ..... 121 West 10th St.
Time on the Air ..... 6 a.m. to 1 a.m. daily
News Service ..... UP
Transcription Service ..... Associated Music; Lang-Worth & World
Representative ..... Weed & Co.

Personnel

President ..... Jacob A. Young
General Manager ..... C. E. Denny
Commercial Manager .... Frank R. Proudfoot
Program Director ..... J. J. Young
Chief Announcer ..... James Dewart
Musical Director ..... Milton Munn
Record m. c. ..... John Louther
Chief Engineer ..... L. W. Cooke

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WHJB

GREENBURG—EST. 1934

Frequency: 620 Kc. . Power: 250 Watts, Daytime
Owned-Operated By ..... Pittsburgh Radio Supply House
Address ..... 128 N. Pennsylvania Ave.
Phone Number ..... Greensbrug 3740
Transmitter Location ..... 128 N. Pennsylvania Ave.
Time on the Air ..... 7 a.m. to sunset
News Service ..... UP
Transcription Service ..... Lang-Worth

Personnel

President ..... H. J. Brennen
Station & Commercial Manager ... G. J. Podeyn
Chief Engineer ..... Lyle L. Allen

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WSAJ*

GROVE CITY—EST. 1921

Frequency: 1340 Kc. ..... Power: 100 Watts
Owned-Operated By ..... Grove City College
Address ..... Broad and Main Sts.
Phone Number 763
Transmitter Location ..... Hall of Science
Time on the Air ..... 4 hours per week

Personnel

Station Manager ..... Dr. H. W. Harmon
Program Director ..... R. G. Walters
Chief Announcer ..... Thomas Martin
Musical Director ..... Stanley J. Seiple
Chief Engineer ..... Dale O. Smock

*(Non-commercial station)

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WHGB

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned By ..... Harrisburg Broadcasting Co.
Operated By ..... Herbert Kendrick
Business Address ..... 112 Market St.
Phone Number 2-3456
Studio Address ..... Blackstone Bldg.
Transmitter Location ..... Blackstone Bldg.
Time on the Air ..... 6 a.m. to 1 a.m., Sun., 7 a.m. to 1 a.m.
News Service ..... AP
Transcription Service ..... NBC Thesaurus
Representative ..... Weed & Co.

Personnel

Partners ..... Herbert Kendrick, G. L. Hash
General Manager ..... Herbert Kendrick
Commercial Manager ..... R. A. Maxwell
Sales Promotion ..... James Denbow
Program Director ..... Stanley Schultz
Publicity Director ..... Cecelia McAlicher
Chief Announcer ..... Ernest Mark
Chief Engineer ..... H. G. Schlegal

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WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. . . Power: 5000 d.; 1000 n.
Owned-Operated By ..... WHP, Inc.
Address ..... 216 Locust St.
Phone Number 4-3211
Transmitter Location ..... Harrisburg-Hershey Highway (4 miles from Harrisburg)
Time on the Air . . 6 a.m. to 1 a.m. daily; 8 a.m. to 1 a.m. Sunday
News Service ..... UP & AP
Representative ..... John Blair & Company

Personnel

General and Commercial Manager ..... A. K. Redmond
Sales Promotion-Merchandising Manager ..... Beatrice M. Potteiger
Program-Publicity Director .... Dick Redmond
Production Manager ..... John Price
Musical Director ..... David Shoop
Chief Engineer .... E. Daniel Leibensperger

WKBO

HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcasting Corp.
Address .....31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....6:30 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....World Broadcasting System
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station Manager.....C. G. Moss
National Sales Manager.....J. Robert Gulick
Program Director .....Lewis Munnell
Chief Engineer.....J. E. Mathiot

WARD*

JOHNSTOWN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Central Broadcasting Co., Inc.
Address .....Johnstown, Pa.
* Construction Permit.

WJAC

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
Address ..... Tribune Annex
Phone Number 24-361
Transmitter Location.....Tribune Building
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation.....Johnstown Tribune
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial-Promotion Manager...J. P. Foster

TRI-PENN MARKET

WKBO
HARRISBURG

WORK
YORK

WGAL
LANCASTER

the *Plus* buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

Program-Production.....Campbell E. Patch
Chief Engineer.....Nevin Straub

•

WAZL

HAZLETON—EST. 1932

NBC—MBS
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Broadcasting Service
Address .....Hazelton National Bank Bldg.
Phone Number 1488
Transmitter Location .....Hazelton National Bank Bldg.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCollough
General and Station Manager....V. C. Diehm
National Sales Manager.....J. Robert Gulick
Program Manager.....Don Murray
Technical Director.....J. E. Mathiot

WDAD

INDIANA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Indiana Broadcast, Inc.
Address.....637 Philadelphia St.
Phone Number 1780
News Service .....AP
Transcription Service .....Standard

Personnel

Chief Executive.....Paul Short
General-Commercial Mgr.....Sam Collins
Chief Engineer.....Vincent J. Sullivan

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WGAL

LANCASTER—EST. 1922

NBC—MBS
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....WGAL, Inc.
Business Address .....8 West King St.
Phone Number 5259

Sell Your Product in Pennsylvania's Booming Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in an area which has an annual payroll of over $55,000,000-practically all spent right in the territory.

National Representative: RADIO ADVERTISING CO.

Transmitter Location.....8 West King St.
Time on the Air.....6:55 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....Walter O. Miller
National Sales Manager.....J. Robert Gulick
Program Manager.....Ernest Stanziola
Technical Director .....J. E. Mathiot

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WMRF

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Lewistown Broadcasting Co.
Business Address ..... Monument Square
Phone Number 757
Studio Address .....Hotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service ..... Standard
News Service ..... UP
Representative .....Burn-Smith Co.

Personnel

Vice-President .....J. S. Woods
General Manager ..... Thomas W. Metzger
Sales-Commercial Manager.....Rita McCoy

•

WKST

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
VICTORY NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Business Address .....Cathedral Bldg.
Phone Number 5050
Studio Address...Cathedral Bldg., New Castle
Transmitter Location
Savannah Center Church Road
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....NBC Thesaurus; Standard Radio
Representative ..... Weed & Co.

Personnel

President-General Mgr.....S. W. Townsend
Station-Commercial Manager....A. W. Graham
Program Director ..... A. W. Graham
Sales Promotion ..... D. Daughtry
Chief Engineer.....Robert Emch
Record MC ..... Charles Wilson

WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By..... Allegheny-Kiski Broadcasting Co.
Address .....810 Fifth Avenue
Phone Number .....New Kensington 3534
Transmitter Location ..... Glassmere, Pa.
Time on the Air.....7 a.m. to local sunset
News Service .....UP
Transcription Service.....C. P. MacGregor
Representative ..... Roy Ferree

Personnel

President ..... Russell Cooper
Gen. and Station Mgr. .... Edward J. Kroen
Sales-Commercial Manager..Edward J. Kroen
Sales Promotion-Merchandising Manager ..... Roy E. Ferree
Program Director-Production Manager ..... Jack Craddock
Publicity-Musical Director, Chief Announcer ..... Jack Craddock
Chief Engineer ..... W. W. Neeley
Record m. c. ..... Edward J. Kroen

•

WKRZ*

OIL CITY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kenneth Edward Rennekamp
Address .....Veach Bldg.
Phone Number 228
Transcription Service .....World

Personnel

Owner.....Kenneth E. Rennekamp
General Manager.....Alan Stepping
Commercial Manager.....J. Walton
Program Director.....Olivia T. Rennekamp
Sales Promotion.....George Hein
Chief Engineer.....Russell E. Shettler

* Construction Permit.

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KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....1619 Walnut Street
Phone Number .....LOcust 3760
Transmitter Location.....Whitemarsh, Pa.
Time on the Air.....Full time
News Service .....UP, AP
Transcription Service ..... Standard Radio
Representative .....National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman .....A. W. Robertson
President.....George H. Bucher
Vice-President.....Walter Evans
Engineering Manager.....Dwight A. Meyer
Sales Manager.....B. A. McDonald
Advertising Manager.....W. B. McGill
Manager Public Relations...George A. Harder
Program Supervisor.....Gordon Hawkins

KYW PERSONNEL

Station Manager.....Leslie Joy
Program Manager .....James P. Begley
Sales Manager.....A. H. McCall, Jr.
Sales Promotion Manager.....W. Y. E. Rambo
Chief Engineer.....Irvin N. Eney

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W C A U

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1210 Kc.....Power: 50000 Watts
Owned-Operated By.....WCAU Broadcasting Company
Address.....1622 Chestnut Street
Phone Number .....Locust 7700
Transmitter Location...Moorestown Township, New Jersey
Time on the Air.....5:25 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service .... AP, Reuters, Transradio
Transcription Service ....World Broadcasting
Representative .....Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co (Pacific Coast), Harold Davis, New York

Personnel

President, Station and General Manager.....Dr. Leon Levy
Commercial Manager.....Alex Rosenman
Sales Promotion Manager.....Robert N. Pryor
Director of Programs.....Stan Lee Broza
Production Managers ..... Horace Feyhl, Harry Ehrhart, Harry McIlvain.
Publicity Director ..... Joseph Connolly
Record m. c..... Mac McGuire
Musical Director ..... Elliott Lawrence
Acting Chief Engineer ..... George Lewis

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W D A S

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting Station, Inc.
Address .....1211 Chestnut Street
Phone Number.....Locust 7400
Transmitter Location.....Woodside Park
Time on the Air...7 a.m. to 12 midnight daily; 9 a.m. to midnight Sunday

Coverage

. . . in Philadelphia

WDAS

covers the largest cross-section of the buying public in the Philadelphia area . . . *at lowest cost.*

Distinguished

Broadcasting Stations, like people, develop individual characteristics. Each in its own way creates a definite impression. However, one because of marked differences, soon distinguishes itself from all others. In a person, that mark of distinction is personality; in a broadcasting station it is programming, promotion and service in the public interest.

WFIL's alert programming continues to build wider listening acceptance, its hard-hitting promotion follow-through is constantly gaining new advertisers and its public service to the community is universally recognized. Truly in Philadelphia, the nation's third largest market, WFIL is distinguished.

...WFIL 560 — 260

PHILADELPHIA'S ABC AFFILIATE

Represented Nationally By THE KATZ AGENCY

News Service .....AP
Transcription Service...Lang-Worth & World, SESAC
Representatives.....Forjoe & Co.

Personnel

President ... Alexander W. Dannenbaum, Sr.
Gen. and Station Manager.....P. J. Stanton
Commercial-Sales Promotion-Merchandising Manager ..... Charles Stahl
Program Director-Chief Announcer ..... Michael Deegan
Production Manager ..... Gil Morris
Publicity Director ..... P. J. Stanton
Musical Director ..... Anthony Luizzi
Chief Engineer ..... Frank Unterberger

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WFIL

PHILADELPHIA—EST. 1922

ABC
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned By.....Lit Bros.
Operated By.....WFIL Broadcasting Company
Address .....Widener Building
Phone Number .....Rittenhouse 6900
Transmitter Location.....63rd St. & Passyunk
Time on the Air.....5:45 a.m. to 1 a.m.
News Service ..... INS, AP & UP
Representative .....The Katz Agency, Inc.

Personnel

President and General Manager .....Roger W. Clipp
Ass't. Gen. Mgr. .... Kenneth W. Stowman
Ass't. Station Mgr.....William B. Caskey
Sales-Commercial Manager....John E. Surrick
Sales Promotion-Merchandising Manager ..... Malcolm MacPherson
Program Director ..... Jack Steck
Production Manager .... John D. Scheuer, Jr.
Publicity Director ..... William A. Farren
Musical Director ..... Felix Meyer
Chief Engineer ..... Louis E. Littlejohn

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WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Independence Broadcasting Company
Address....539 Ledger Bldg., 6th and Chestnut Streets
Phone Number .....Lombard 2390
Transmitter Location.....Hotel Philadelphian, 39th and Chestnut Sts.
Time on the Air.....Shares Time
News Service .....AP
Representative ..... Helen Wood

Personnel

Pres.-General Manager .... William A. Banks
Station Manager ..... Dolly Banks
Sales-Commercial Mgr.....William A. Banks
Publicity Director ..... Steve Small

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WIBG

PHILADELPHIA—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio Broadcasting Corporation
Business Address.....1423-25 Walnut Street
Phone Number .....Rittenhouse 2300
Transmitter Location.....Conshohocken, Pa.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP
Transcription Service... ....NBC Thesaurus
National Representative....Adam J. Young, Jr.

Personnel

President.....Paul F. Harron
General-Commercial Manager .....Edward D. Clery
Sales Promotion-Production Manager .....Rupe Werling
Program Director .....Douglas Arthur
Chief Engineer .....John H. Henninger

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.
The local sports commentator becomes part of the show through a unique new technique called "Cue-In."
"Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

We Gave Them THE BIRD ...and they Liked it!

About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUE-BIRD" and it's selling BIG!

More proof of the fact that they want what they hear on WIP!

★ ★ ★

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

Represented Nationally by GEO. P. HOLLINGBERY CO.

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broadcasting Company, Inc.
Address ..... 35 South 9th Street
Phone Number.....WAlnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service .....AP; UP
Transcription Service .....World Broadcasting System
Representative.....George P. Hollingberry

Personnel

President & Station Manager.....Benedict Gimbel, Jr.
V-P and Director of Sales..Edward A. Davies
Promotion Director ..... Ralph H. Minton
Program Director ..... Murray Arnold
Production Manager ..... Boyd W. Lawlor
Publicity Director ..... Samuel Elber
Special Events & Educational Director ..... Sam Serota
Musical Director ..... Joseph Frasetto
Technical Supervisor.....Clifford C. Harris
Chief Engineer ..... James M. Tisdale

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WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Foulkrod Radio Eng.
Address .....4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport 4310
Transmitter Location.....Rowlandville, Pa.
Time on Air ..... Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
General Manager .....Henry N. Cocker

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

258

Scoop!

WPEN-FM GETS ROOF RIGHTS TO PHILADELPHIA'S HIGHEST COMMERCIAL BUILDING!

Philadelphians expect a lot of *The Evening Bulletin,* America's largest evening newspaper, and its up-to-the-minute stations, WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of roof rights to Philadelphia's tallest office building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of *The Evening Bulletin* stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for *The Evening Bulletin* news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is getting to be as much a Philadelphia custom as scrapple for breakfast!

950

WPEN

258

WPEN-FM

THE EVENING BULLETIN STATIONS

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned By ..... The Bulletin Company
Operated By....Wm. Penn Broadcasting Co.
Address ..... 1528 Walnut Street
Phone Number ..... PENnypacker 9490
Transmitter Location
Columbia Ave. & Race Sts.
Time on the Air ..... 6 a.m. to 1 a.m.
Newspaper Affiliation..The Evening Bulletin
News Service ..... AP
Transcription Service.....NBC, Thesaurus, Associated
Representative ..... Headley-Reed Co.

Personnel

General Manager.....G. Bennett Larson
Ass't. General Manager ..... Ed Obrist
Promotion-Publicity Director....John J. Kelly
Program Director ..... Ed Obrist
Production Manager ..... Norman Land
Musical Director ..... Joseph Frazosa
Chief Engineer ..... Charles Burtis
Record m. c.'s ..... Joe Grady, Bill Drury

KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...Allegheny Broadcasting Corp.
Address.....196 Union Trust Bldg.
Phone Number.....Atlantic 6802
Studio.....Chamber of Commerce Bldg.
Transmitter Location.....1459 Crane Rd.
Time on the Air.....6:45 a.m. to 12:30 a.m., Sundays, 7 a.m. to midnite.
News Service .....UP
Transcription Service..... Lang-Worth; Standard Radio
Representative ..... Weed & Co.

Personnel

Vice-Pres.-General Manager....G. S. Wasser
Commercial Manager ..... James Murray
Sales Promotion Manager-Publicity Director ..... Ben Edson
Program Director ..... Ben Kirk
Record m. c. ..... Al Noble

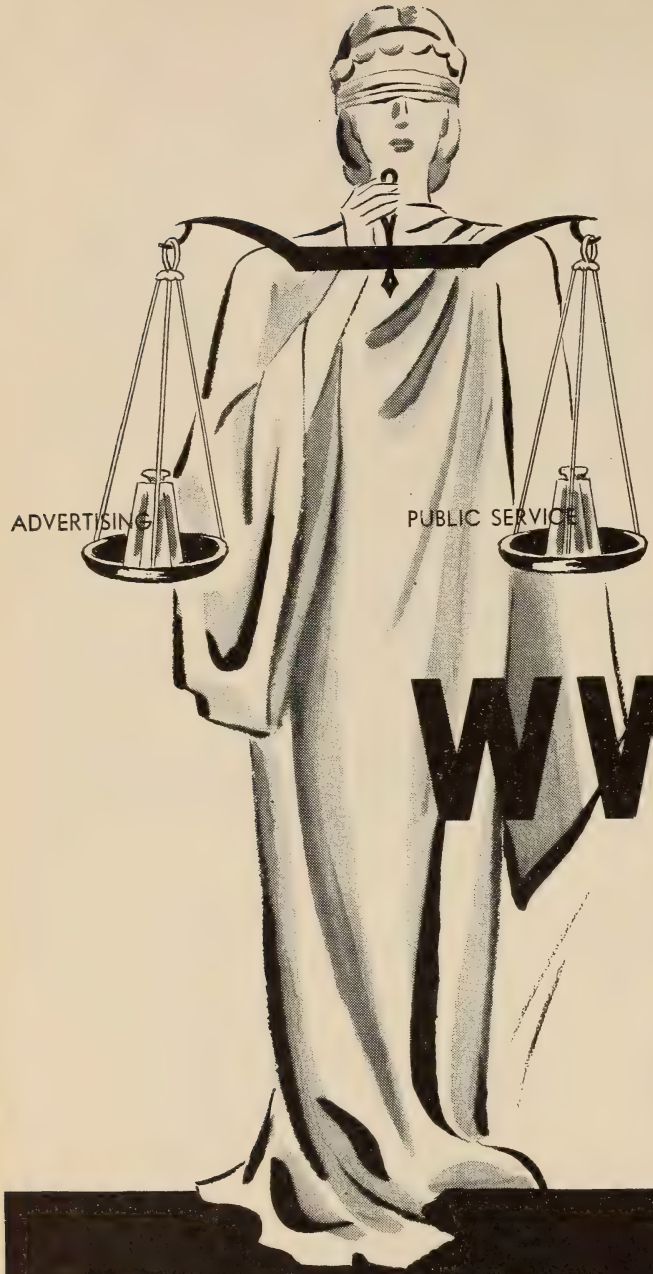
HERE'S PITTSBURGH... IN THE BAG!

KQV is *tailor-made* for selling Pittsburgh—gives you concentrated, strong sales-producing coverage at favorable cost, backed by heads-up local cooperation and steady, aggressive promotion. If you want *more* proof that KQV is your best Pittsburgh radio buy, let us show you steadily growing listener ratings and new account lists.

(Basic Mutual-1410 KC-1000W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



WWSW
believes in balance

. . . A balance that favors public service more than any other 250-watt station in the country.

. . . Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

. . . WWSW is public service conscious because only by serving the public can a station be useful to its community.

WWSW

Some WWSW Public Service Programs—

Junior Town Meeting
Let's Explore Music
OPA Round Table
Major League Baseball
Radio News Reel
Composer's Clinic
Football Games
Meet Your Neighbor
Foreign Policy Ass'n.
National Achievement Club
Professional Hockey
Basketball, Golf
Something About a Soldier
Golden Hour
Deshon Hospital Diary
Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....Grant Bldg.
Studio Address .....Grant Building
Phone Number .....Grant 4200
Transmitter Location...Allison Park, Hampton Township, Pa.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... INS, AP, UP
Transcription Service.....Standard Dadio, Thesaurus
Representative....National Broadcasting Co.

Personnel

President .....George H. Bucher
Gen. & Station Manager..Joseph E. Baudino
Sales-Commercial Manager..George D. Tons
Sales Promotion-Merchandising Manager ..... David N. Lewis
Publicity Director ..... Lee Curran
Musical Directors ..... Bernie Armstrong, Aneurin Bodycombe.
Chief Engineer ..... T. C. Kenney

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WCAE

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Address .....Wm. Penn Hotel
Phone Number .....Atlantic 6900
Transmitter Location.....Baldwin Township, Allegheny County, Pa.
Time on the Air.....6:45 a.m. to 1 a.m., Sundays, 8:30 a.m. to 1 a.m.
Newspaper Affiliation..... Pittsburgh-Sun Telegraph
News Service.....INS; AP
Representative ..... The Katz Agency, Inc.

Personnel

President .....Leonard Kapner
Station Manager ..... R. Clifton Daniel
Sales Promotion-Merchandising Manager ..... John Wilkoff
Program Director ..... Ben Muros
Production Manager ..... John Leban
Musical Director ..... Baron Elliott
Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Pittsburgh Radio Supply House
Address.....1406 Chamber of Commerce Bldg.
Phone Number .....Grant 4860
Transmitter Location.....1459 Crane Road, Greentree, Pittsburgh
Time on the Air.....7:30 a.m. to 12:30 a.m., Sundays, 9 a.m. to 12:30 a.m.
News Service.....Transradio & UP
Transcription Service ..... Lang-Worth
Representative .....Wm. G. Rambeau Co.

Personnel

President ..... H. J. Brennan
General Manager .... H. Kenneth Brennan
Comptroller ..... H. H. Stehman
Sales Promotion-Mdse Mgr.....H. K. Brennan
Program Director ..... James Hughes
Publicity and Traffic ..... Marian Caughey
Chief Engineer ..... Walter W. McCoy

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WWSW

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated My.....WWSW, Inc.
Address .....Hotel Keystone
Phone Number .....Grant 5200
Transmitter Location ....341 Rising Main St.,
Time on the Air.....24 hours daily
Newspaper Affiliation.....Pittsburgh Post Gazette
News Service ..... AP
Transcription Service..Standard Radio; Associated Music Publishers; Lang-Worth, Cole.
Representative ..... Farjoe & Company

Personnel

President-Station Manager, Gen. Manager, Frank R. Smith, Jr.
Commercial Manager .....Thomas B. Price
Program Director.....Fred Joyner
Publicity Director ..... Jane Schultz
Chief Announcer..... David Tyson
Chief Engineer ..... Henry R. Kaiser

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(Call Letters to Be Assigned)
POTTSVILLE*

Frequency: 1360 Kc.....Power: 500 D.
Owned-Operated By.....Pottsville Broadcasting Co.
Address.....304 W. Bacon St.

Personnel

President-General Manager.....A. V. Tidmore

* Construction Permit.

WEEU

READING—EST. 1931

ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Berks Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7335-6-7
Studio Address .....533 Penn St.
Transmitter Location.....Sinking Springs, Pa.
Time on the Air.....7 a.m. to local sunset
Transcription Service...Lang-Worth; Standard Radio
News Service .....UP
Representative .....George P. Hollingbery Co.

Personnel

President.....George J. Feinberg
General Manager.....J. M. Nassau
Sales-Commercial Manager..Robert G. Magee
Sales Promotion-Merchandising Manager ..... Robert G. Magee
Program Director ..... Joseph M. Nassau
Production Manager ..... James Lynagh
Publicity Director ..... Virginia Thren
Chief Engineer ..... Harold E. Schearer

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WRAW

READING—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By ....Reading Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7335
Studio Address .....533 Penn St.
Transmitter Location ..... 9 So. 6th St.
Time on the Air....7:30 a.m. to 12 midnight daily; 8:30 a.m. to midnight Sunday
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....William G. Rambeau Co.

Personnel

President ..... Raymond A. Gaul
General Manager ..... Raymond A. Gaul
Sales Manager ..... Arthur W. Chafey
Promotion-Mdse. Mgr.....Arthur W. Chafey
Program Director-Production Manager ..... John C. Jackson
Chief Engineer ..... Edward A. Gurtowski

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WARM

SCRANTON—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Union Broadcasting Co.
Address .....Select Bldg.
Phone Number 4-1148
Transmitter Location ..... O'Neill Hiway Dunmore, Pa.
Time on the Air.....6:45 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....NBC, Thesaurus, Cole, Standard
Representative ...George P. Hollingbery Co.

Personnel

President & Station Mgr.....Martin F. Memolo
Commercial & Promotion Manager ..... William M. Dawson
Program Director.....Kenneth Beghold
Publicity Director ..... Lenore Levy
Musical Director ..... Kenneth V. Beghold
Chief Engineer.....Adolph Oschmann

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WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... Scranton Broadcasters, Inc.
Business Address.....1000 Wyoming Ave.
Phone Number 6296
Studio Address.....1000Wyoming Ave.
Transmitter Location.....Drinker Turnpike, Dunmore, Pa.
Time on the Air.....7 a.m. to 12:30 a.m.
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
National Representative

Personnel

President..... Frank Megargee
General Manager ..... George D. Coleman
Station Manager ..... Robert E. McDowell
Sales-Commercial Manager George D. Coleman
Sales Promotion-Merchandising Manager ..... George D. Coleman
Program Director ..... Frank Monaghan
Production Manager ..... Dave Griffiths
Chief Engineer ..... Kenneth R. Cooke

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WQAN*

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By....The Scranton Times
Address ..... Scranton
Transmitter Location ..... Scranton
Time on the Air.....Shares time with WGBI
Newspaper Affiliation ...The Scranton Times

*(Non-Commercial Station)

WPIC

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sharon Herald Broadcasting Company
Business Address.....P. O. Box 541
Phone Numbers..... 4113, 4114
Studio Address.....Pine Hollow Blvd.
Transmitter Location.....Pine Hollow Blvd.
Time on the Air.....Sunrise to sunset
News Service..... UP
Transcription Service.....Associated Music Publishers
Representative.....Howard H. Wilson Company

Personnel

President & General Manager.....John Fahnline, Jr.
Commercial Manager....J. T. Van Sweringen
Program Director ..... W. Paul Gamble
Publicity Director ..... Evelyn Keller
Chief Announcer ..... Harold Smith
Chief Engineer ..... A. C. Heck

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WMAJ

SATE COLLEGE—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Centre Broadcaster, Inc.
Address .....Glennland Bldg.
Phone Number 4445
News Service .....AP
Transcription Service .....Thesaurus

Personnel

Chief Executive.....R. J. Kennard
General Manager.....William K. Ulerich
Commercial Manager.....Robert L. Wilson
Program Director.....Robert G. Walter
Chief Engineer.....Henry Kearney

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WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Broadcasting Corp.
Address .....1150 N. Front St.
Phone Number 1325
Transmitter Location.....1150 N. Front St.
Time on the Air.....7:30 a.m. to 11 p.m., Sundays, 8 a.m. to 5 p.m.
News Service ..... UP
Transcription Service..Lang-Worth, Thesaurus
Representative ..... Cox & Tanz

Personnel

President-Owner.....H. H. Haddon
General Manager ..... Basse A. Beck
Station Manager ..... Homer R. Smith
Program Director ..... Paul L. Miller
Chief Announcer ..... Ernest F. Lukens
Chief Engineer ..... John W. Keller, Jr.

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WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By .....Fayette Broadcasting Corp.
Address .....Fayette Title and Trust Bldg.
Phone Number..... 800
Transmitter Location .....Burgess Field
Time on the Air.....6:45 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus & Standard
National Representative.....Radio Advertising Co.

Personnel

President and Station Manager.....Joseph C. Burwell
Commercial Manager.....Harry Burwell
Sales Promotion-Merchandising Manager ..... Harry C. Burwell
Program Director-Production Manager ..... Sullivan Sages
Publicity Director ..... Marian Johnston
Chief Announcer ..... Robert L. Cumley
Musical Director ..... Sullivan Sages
Chief Engineer ..... William J. Henzly
Record m. c.....Robert L. Cumley

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WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
QUAKER NETWORK
PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Washington Broadcasting Company
Address .....George Washington Hotel
Phone Number 4870
Transmitter Location.North Strabane Township
Time on the Air: ..... 7 p.m. to 12:30 a.m.
News Service ..... UP
Transcription Service..Lang-Worth, Thesaurus
National Representative.....Joseph Hershey McGillvra, Inc.

Personnel

President ..... John Laux
Gen. and Station Manager..Robert F. Kliment
Sales Promotion-Merchandising Manager .....W. Ray Booth
Program Dir.-Record m. c.....Kieran W. Balfe
Publicity Director ..... W. Ray Booth
Musical Director ..... Patricia B. Phillips
Chief Engineer ..... Anthony Elia

WBAX

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address .....141 South Main St.
Phone Numbers 3-0196-7-8
Transmitter Location ..... Plains Two
Time on the Air.....7 a.m. to midnight
News Service ..... UP
Transcription Service..... Associated, SESAC
Representative .....Burns Smith

Personnel

President-Station Manager...John Stenger, Jr.
General Manager .....A. W. Grebe
Commercial Manager.....Jones Evans
Production Manager .. John H. A. Stenger, III
Program Director.....John H. A. Stenger, III
Musical Director ..... Phil Cusick
Publicity Director.....John Stenger, 3rd
Chief Engineer .....John Stenger, Jr.

WBRE

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.
PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Address .....62 So. Franklin Street
Phone Number..... 33101
Transmitter Location..Third Avenue, Kingston, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

President & Sta. Manager...Louis G. Baltimore
Commercial Manager.....A. C. Baltimore
Program Director.....James McCarthy
Sales Promotion Manager....Stanley H. Smiley
Musical Director.....L. Savitt
Chief Engineer.....Charles Sakoski

SITUATED IN

North East Pennsylvania
The Station That Has the Best in
Sports—News—Music and Public Service Programs

WBAX

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.
Owner and Licensee

North East Pennsylvania's Oldest Station

WRAK

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Address .....244 West Fourth Street
Phone Number 2-6116
Transmitter Location..1561 West Fourth Street
Time on the Air.....7:30 a.m. to midnight
Newspaper Affiliation.....Williamsport Sun; Williamsport Gazette & Bulletin
News Service ..... UP
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
General Manager ..... George E. Joy
Office Manager ..... Helen McKenna
Commercial Manager .... J. Wright Mackey
Program Director ..... Nancy Person
Production Manager....Irving A. Berndt, Jr.
Chief Announcer ..... Leon E. Kelly
Chief Engineer ..... Louis N. Persio

WSBA

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Susquehanna Broadcasting Co.
Address ..... R. D. No. 5, York
Phone Number 2676
Transmitter Location.....R. D. No. 5, York
Time on the Air.....Daytime License
News Service .....AP
Transcription Service.....World Broadcasting System

Personnel

President.....Louis J. Appell
Exec. V. P.-Sta. Mgr.....Walter J. Rothensies
Commercial Manager-Sales Promotion Manager ..... Sydney Robbins
Program Director-Production Manager ..... Otis Morse
Publicity Director ..... Sydney Robbins
Chief Announcer-Record m. c.....William Stewart
Musical Director ..... Harold Shutz
Chief Engineer ..... Willis Weaver

TAKE MORE "TIME"!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

WRAK

WILLIAMSPORT PENNSYLVANIA

National Representative
J. P. McKINNEY AND SON
New York — Chicago

WORK

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number..... 6629
Transmitter Location..West Manchester Township, Pa.
Time on the Air.....6:55 a.m. to 1 a.m.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station Executive ..... Clair R. McCollough
Station Manager ..... Harold E. Miller
National Sales Manager....J. Robert Gulick
Program Director ..... Arthur Weeks
Chief Engineer ..... J. E. Mathiot

A NEW ARRIVAL
A NEW SALES-WINNER in the Transcription field

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

TRI-PENN MARKET

WKBO
HARRISBURG

WORK
YORK

WGAL
LANCASTER

the *Plus* buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative
PAUL H. RAYMER CO.
NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WE'RE CROWING HAPPILY about the Construction Permit, now granted, that early in 1946 will shower down

5000 WATTS

SATURATING 9 BIG COMMUNITIES in a 15 MILE RADIUS

—and scores of others well beyond!

Early in 1946 we'll be pouring advertisers' stories —yours, we hope—in intensified volume into this compact, densely-populated, RICH region; the kind of an area that time-buyers build reputations on and sales-managers dream about!

CONSULT YOUR SR&D FOR RHODE ISLAND'S BEST BUY!

WFCI

The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, *Gen. Mgr.*

Representatives: THE KATZ AGENCY

...and in New England, too

it's CBS

covering the no. 2 market

in this rich area, means

WPRO

PROVIDENCE

5000 WATTS **BASIC CBS** **630 KC.**

RHODE ISLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WFCI

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc. ....Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcasting Co.
Business Address.....450 Main Street
Phone Number..... Perry 9540
Transmitter Location..John St., Lonsdale, R. I.
Time on the Air.....5:55 a.m. to 1 a.m. daily; 7:55 a.m. to 1 a.m. Sundays.
News Service .....AP
Transcription Service .....Standard Radio
Representative ..... The Katz Agency

Personnel

President.....Howard W. Thornley
General Manager ..... Wallace A. Walker
Commercial Manager.....Wallace A. Walker
Program Director.....Harry Moreland
Musical Director .....Arthur Paquette
Chief Engineer .....Gilbert Johnson

(See Page 571)

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WEAN

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network, Inc.
Address ..... Crown Hotel
Phone Number ..... DExter 1500
Transmitter Location....East Providence, R. I.
Time on the Air ..... 6 a.m. to 1 a.m.
News Service ..... Reuters, AP & INS
Representative.....Edward Petry Co., Inc.

Personnel

President .....Wm. H. O'Neil
General Manager.....John Shepard, 3rd
Station Manager ..... Joe Lopez
Sales Promotion-Merchandising Manager ..... James S. Powers
Program Director ..... Rose M. Powers
Production Manager ..... Don W. Morton
Publicity Director ..... Phyllis Doherty
Musical Director ..... Carl Tatz
Chief Engineer ..... Harry Tilley

WJAR

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 7000
Transmitter Location,.....Wamponoag Trail, East Providence, R. I.
Time on the Air.....Unlimited License
News Service .....AP
Transcription Service.....World Broadcasting System
Representative.....Weed & Company, Bertha Bannan

Personnel

President.....Mortimer L. Burbank
Station-Commercial Manager.....John J. Boyle
Chief Engineer.....Thomas Prior

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WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Cherry & Webb Broadcasting Company
Address .....15 Chestnut Street
Phone Number..... Plantations 9776
Transmitter Location....East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 12 midnight
News Service .....AP; UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representatives.....Paul H. Raymer Company, R. C. Foster & Co.

Personnel

General Manager.....Fred R. Ripley
Program Director.....Morton I. Blender
Chief Engineer.....John V. Ferr

SOUTH CAROLINA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Wilton E. Hall
Address . . . . . Anderson College
Studio Address . . . . . Anderson College, S. C.
Phone Numbers 800, 1444
Transmitter Location . . . . . Anderson College
Time on the Air . . . . . Unlimited
Newspaper Affiliation . Anderson Independent; Daily Mail
News Service . . . . . INS
Transcription Service: C. P. MacGregor; World Broadcasting System; also Lang-Worth
Representative . . . . . Burn-Smith

Personnel

Owner . . . . . Wilton E. Hall
General and Station Manager . . . . . J. D. McCoy
Sales-Commercial Manager . . . G. Paul Browne
Sales Promotion-Merchandising Manager G. Paul Browne
Program Director-Chief Announcer Randall Davidson
Production Manager . . . . . J. D. McCoy
Publicity Director . . . . . G. Paul Browne
Chief Engineer . . . . . Randall Davidson

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WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. . . Power: 1000 d.; 500 n.
Owned-Operated By . . . . . John M. Rivers
Address . . . . . Francis Marion Hotel
Phone Number 7611
Transmitter Location . . . . . Windemere, S. C.
Time on the Air . . . . . 6 a.m. to 12:05 a.m.
News Service . . . . . UP
Transcription Service . . . . . World, SESAC
Representative . . . . . Free & Peters

Personnel

President-Station Manager . . . . . J. M. Rivers
Commercial Manager . . . . . Roland Weeks
Program Director . . . . . Russ Long
Publicity . . . . . Annemie Heineman
Musical Director . . . . . Adrian Munzell
Chief Engineer . . . . . Wilbur Albee

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. . . . . Power: 1000 Watts
Owned-Operated By . . . . . Atlantic Coast Broadcasting Company
Business Address . . . . . 133 Church St.
Phone Number 2-2961
Studio Address . . . . . 133 Church St.
Transmitter Location . . . . . St. Andrews Parish
Time on the Air . . . . . 6 a.m. to 12:05 a.m.
Newspaper Affiliation . . . . . Charleston Evening Post Publishing Co.
News Service . . . . . AP
Transcription Service . . . . . Thesaurus
Representative . . . . . George P. Hollingbery

Personnel

President . . . . . Edward Manigault
General and Station Manager Robert E. Bradham
Commercial Manager . . . . . C. Wylie Calder
Merchandising Manager . . . A. Franz Witte, Jr.
Program Director . . . . . B. Walter Huffington
Chief Engineer . . . . . D. M. Bradham

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WCOS

COLUMBIA—EST. 1939

ABC

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . Carolina Broadcasting Corp.
Address . . . . . 1202 Main St.
Phone Number 25601
Transmitter Location . . . . . 200 Senate St.
Time on the Air . . . . . 6 a.m. to 12:05 a.m.
News Service . . . . . AP
Transcription Service . . . . . Standard Radio
Representative . . . . . Howard Wilson

Personnel

President . . . . . H. F. Kinsey
General Manager . . . . . W. C. Bochman
Sales-Commercial Manager . . . . . C. W. Burdsal
Sales Promotion-Merchandising Manager Dorothy Sligh
Program Director . . . . . Moody McElveen
Production Manager . . . . . Bernard Moses
Chief Announcer . . . . . David Campbell
Chief Engineer . . . . . Harry L. Clippard
Record m.c. . . . . Malcolm Rast

WIS

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....The Surety Life Insurance Company
Address.....1811 Main Street
Phone Number 2-2135
Transmitter Location.....Bluff Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Thesaurus, Standard
Representative .....Free & Peters, Inc.

Personnel

President.....Herman N. Hipp
General and Station Manager
G. Richard Shafto
Sales-Commercial Manager
J. Dudley Saumenig
Program Director.....Ray A. Furr
Production Manager-Chief Announcer
Warren Hites
Musical Director.....Charlotte Lide
Chief Announcer.....Herbert Eidson

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WKIX

COLUMBIA—EST. 1945

CBS-MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inter-City Adv. Co.
Address ..... 1127 Lady St.
Phone Number.....2-8659
Transmitter Location..... Two Notch Road
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

President .....George W. Dowdy
General Manager.....B. T. Whitmire
Station Manager.....Kenneth Beachboard
Commercial Manager.....C. Durham Moore
Sales Promotion.....Thomas Chandler
Chief Engineer.....Edwin Davis

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WLAT

CONWAY—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Loys M. Hawley
Address .....Box 139
Phone Number 340
News Service .....AP
Transcription Service .....Standard

Personnel

Owner-Chief Engineer.....Herman L. Hanks
Owner-Commercial Manager..Loys M. Hawley
General-Program Manager.....Wally King

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(Call Letters to Be Assigned)

DILLON*

Frequency: 800 Kc.....Power: 1000 D.
Owned-Operated By..Border Broadcasting Co.
Address.....118 McArthur St.

* Construction Permit.

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WOLS

FLORENCE—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Florence Broadcasting Co., Inc.
Address.....129 South Dargan
Phone Number.....354-5
Transmitter Location.....Charleston Highway
Time on the Air.....7 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Cox & Tanz

Personnel

President.....M. F. Schnibben
Station-Commercial Manager.....N. L. Royster
Sales Promotion-Merchandising Manager
N. L. Royster
Program Director.....Raymond Caddell
Production Manager-Publicity Director
N. L. Royster
Chief Announcer-Musical Director
Raymond Caddell
Chief Engineer.....W. T. Pritchett

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WMRC

GREENVILLE—EST. 1940

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Textile Broadcasting Company, Inc.
Business Address.....Prevost Bldg.
Phone Number 5730
Studio Address.....Prevost Building
Transmitter Location.....400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12 midnight.
News Service .....AP
Transcription Service.....World, Cole
National Representative..Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
Station Manager.....W. Ennis Bray
Commercial Manager.....C. B. Denison
Chief Engineer.....George D. Tate

WFBC dominates GREENVILLE

South Carolina's Best Market!

1st in sales
in population
in buying income

	Retail Sales 1944	Buying Income Per Capita	Population Census 1940
GREENVILLE	$69,487,000	$1,718.00	136,580*
Charleston	63,924,000	1,207.00	121,105
Columbia	57,614,000	1,368.00	104,843
Spartanburg	51,661,000	1,486.00	127,105

*There are 397,210 persons within 30 miles of WFBC's transmitter.
(Department of Commerce figures by counties)

WFBC GREENVILLE SOUTH CAROLINA
"Textile Center of the South"

NBC ★ 5000 WATTS

WFBC

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville News Piedmont Co.
Address ..... Poinsett Hotel
Phone Number 362; 363
Transmitter Location .....Gannt, S. C.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Greenville News; Greenville Piedmont
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....Lew Avery Co., B. Frank Cook (Atlanta, Ga.)

Personnel

President ..... Roger C. Peace
Commercial Manager.....Robert Glass
Program-Production Director....Alice Wyman
Promotion Director....Dr. Nicholas P. Mitchell
Chief Engineer.....W. C. Etheredge

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WCRS

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Address .....P. O. Box 868
Phone Number 4300
Studio-Transmitter Location.....Willson St.
Time on the Air..... 6:30 a.m. to 12:05 a.m.
News Service ..... AP
Transcription Service..Standard Radio, World

Personnel

President ..... Douglas Featherstone
General Manager.....Dan Crosland
Commercial-Promotion Manager.Ralph Norman
Publicity Director.....Vivian Chiles
Chief Engineer.....Harold C. Spengler

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(Call Letters to Be Assigned)

HARTSVILLE*

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hartsville Broadcasting Co.
Address.....Hartsville, S. C.

* Construction Permit

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WRHI

ROCK HILL—EST. 1944

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By.....York County Broadcasting Co.
Address.....Rock Hill National Bank Bldg.
Phone No.....294
Time on Air.....6:30 a.m. to 10:30 p.m.
Transmitter Location.....East Black St. Ext.
Transcription Service.....World
News Service.....AP

Personnel

General Manager.....James S. Beatty, Jr.
Station Manager.....William C. Beaty
Sales Manager.....George P. Cobb
Chief Engineer.....James S. Beaty, Jr.

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WORD

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Spartanburg Adv.
Address.....291 E. Main St.
Phone Number 875-6
Transmitter Location.....Drayton, S. C.
Time on the Air....6 a.m. to 1 a.m.; Sundays, 7:30 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

Co-Owners.....J. M. Bryan, Smith Davis
General and Station Manager..Frank R. Knutti
Sales-Commercial Manager...Frank R. Knutti
Sales Promotion.....John C. Carrington
Program Director.....Harold B. Shaw
Publicity Director.....Zara Jane Smith
Record m.c.....Ace Rickenbacker
Chief Engineer.....Francis I. Harr

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WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Spartanburg Ad-
Address.....224 E. Main St.
Phone Number 2900
Transmitter Location.....Route 5
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....World
Representative.....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
Vice Pres.-Gen. Mgr.....Walter J. Brown
Station Manager.....Roger A. Shaffer
Production-Program Director..Edwin J. McGrath
Commercial Manager.....Guy Vaughan, Jr.
Promotion-Publicity.....Sterling W. Wright
Record m.c.....Cliff Gray
Chief Engineer.....Harold Beckholt

WFIG

SUMTER—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WFIG, Inc.
Address.....Radio Center Bldg.
Phone Number (Studio).....1340
Transmitter Location.....Highway No. 76
Time on the Air.....16 hours daily
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....Cox & Tanz

Personnel

President-Treasurer.....Julius S. Brody
V.-P.-Sec'y.....T. Doug Youngblood
Station Manager.....T. Doug Youngblood
Sales Promotion.....Bernice Bell
Program Director.....Bill Burnette
Publicity Director.....Louise Burnette
Chief Engineer.....Neal Shubert

SOUTH DAKOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KABR

ABERDEEN—EST. 1934

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Aberdeen Broadcast Company
Address .....117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Representative .....The Walker Company
Transcription Service.....Standard

Personnel

President .....H. C. Jewett, Jr.
General, Station, Commercial, Sales Manager .....A. A. Fahy
Program Director-Production Manager John A. Griffin
Publicity Director.....A. A. Fahy
Chief Engineer.....Delbert T. Hunt

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KGFX

PIERRE—EST. 1916

Frequency: 630 Kc.....Power: 200 Watts
Operated By.....Ida A. McNeil
Address .....203 West Summit Ave.
Phone Number 351
Transmitter Location....203 West Summit Ave.
Time on the Air.....9:30 a.m. to sunset
News Service .....UP
Transcription Service ...Keystone Broadcasting System
Representative ..... Cox & Tanz

Personnel

Director .....Ida A. McNeil
Chief Engineer.....Robert H. Dye

KOTA

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...Black Hills Broadcast Company of Rapid City
Address .....Alex Johnson Hotel
Phone Number..... 2000
Transmitter Location....5 miles South of Rapid City
Time on the Air: 6 a.m. to 11:05 p.m. weekdays; 7 a.m. to 11:05 p.m., Sundays
News Service ..... UP
Transcription Service.....Thesaurus, Standard
Representative .....The Walker Company

Personnel

President.....Robert J. Dean
General and Station Manager...Robert J. Dean
Sales-Commercial Manager....Stan Lieberman
Sales Promotion-Merchandising Manager .....Stan Lieberman
Program Director-Production Manager Al Paulson
Publicity Director.....Buck Frandolick
Chief Announcer.....William Graham
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths

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WCAT*

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....South Dakota State School of Mines and Technology
Address .....East St. Joseph Street
Phone Number.....1600
Transmitter Location.....St. Joe Street and Birch Avenue
Time on the Air.....11 a.m. to 1 p.m.
News Service .....AP

*(Non-Commercial Station)

KELO

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Sioux Falls Broadcast Assn., Inc.
Address..... 317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location.....Highway No. 16
Time on the Air.....10 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus, Standard
Representative .....Howard H. Wilson Co.

Personnel

President-General and Station Manager Morton H. Henkin
V.P. and Sales Promotion Mgr..S. Fantle, Jr.
Commercial Manager.....George R. Hahn
Program Director-Production Manager Verl K. Thomson
Publicity Director.....S. Fantle, Jr.
Chief Announcer.....Verl K. Thomson
Musical Director.....Beverly Kittelson
Chief Engineer.....Max Staley

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KSOO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....Sioux Falls Broadcast Assn., Inc.
Address .....317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location.....Highway No. 16
Time on the Air.....6 a.m. to local sunset
News Service .....AP
Transcription Service.....NBC Thesaurus, Standard
Representative.....Howard H. Wilson Co.

Personnel

President, General and Station Manager Morton H. Henkin
V.P. and Sales Promotion Manager S. Fantle, Jr.
Commercial Manager.....George R. Hahn
Program Director-Production Manager Verl K. Thomson
Publicity Director.....S. Fantle, Jr.
Chief Announcer.....Verl K. Thomson
Musical Director.....Beverly Kittelson
Chief Engineer.....Max Staley

KUSD*

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
Owned-Operated By ....University of South Dakota
Address.....Union Building
Phone Number 601
Transmitter Location.....Vermillion
Time on the Air.....3 p.m. to 6 p.m.
News Service.....AP

Personnel

General and Station Manager Robert D. Williams
Chief Engineer.....Steve Graf

*(Non-commercial Station)

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KWAT

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Midland National Life Insurance Company
Operated By....Midland National Life Ins. Co.
Address .....Watertown
Phone Number 777
Transmitter Location .....Watertown
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP

Personnel

Station Manager.....F. L. Bramble
Commercial Manager.....M. W. Plowman
Chief Engineer.....Francis Alwin

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WNAX

YANKTON—EST. 1927

AMERICAN BROADCASTING COMPANY
MID-STATES NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WNAX Broadcasting Co.
Address .....2nd-Capitol Sts.
Phone Number.....442
Transmitter Location.....Yankton
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation: Des Moines Register & Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio
Representative .....The Katz Agency

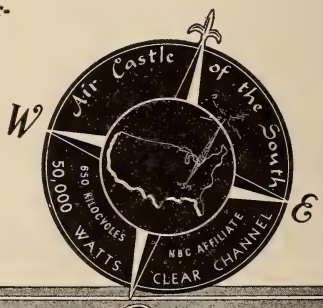
Personnel

President.....Gardner Cowles, Jr.
General Manager.....Don E. Inman
Sales Promotion Manager.....James H. Allen
Program Director.....Gene P. Loffler
Chief Engineer.....Clifton M. Todd

1 MEDIUM...

5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.



HARRY STONE, *Gen. Mgr.*

DEAN R. UPSON, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

WSM
NASHVILLE

TENNESSEE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WLAR*

ATHENS

Frequency: 1450 Kc.....Power: 250 Watts
Owner-Operated By.Athens Broadcasting Co.
Address .....33 N. Jackson St.
Phone Number 398

Personnel

Chief Executive .....Lowell F. Atterburn
General-Promotion Mgr....C. Clayton Redfern
* Construction Permit

WROW*

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By.Athens Broadcasting Co.
Address.105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners.....R. O. Hardin, Verna S. Hardin
* Construction Permit

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
TENNESSEE VALLEY NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Radiophone Broadcasting Station WOPI, Inc.
Address ..... 310 State St.
Phone Number ..... WOPI (5280)
Transmitter Location.....Old Abingdon Pike, Washington County, Va.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....World, Cole
Representative .....Burn-Smith Company

Personnel

President and General Manager.W. A. Wilson
Commercial Manager.....R. L. Russell
Production-Program Director.....Fey Rogers
Promotion-Publicity Director....Angela Bezek
Chief Engineer.....Robert Smith

WAGC*

CHATTANOOGA

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Tennessee Valley Broadcasting Co.
Address .....702 Cherry St.
News Service .....AP

Personnel

Owners.....Gordon W. Gambill, Hurbert M. Martin, Humphrey B. Heywood, R. T. Russell.
* Construction Permit

WAPO

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned By.....WAPO Broadcasting Service
Address .....Read House
Phone Number 6-6141
Transmitter Location.....Pineville Road
Time on the Air....5:30 a.m. to 12 midnight, Sunday, 6:30 a.m. to midnight.
News Service .....AP
Transcription Service.....NBC, Thesaurus, Associated, Cole.
Representative .....Headley-Reed Company

Personnel

Chief Executive ..... R. G. Patterson
General and Station Manager..R. G. Patterson
Sales-Commercial Manager...Helen Patterson
Sales Promotion-Merchandising Manager ..... Helen Patterson
Program Director.....Louise Walsh
Production-Publicity Director..Helen Patterson
Chief Engineer ..... B. B. Barnes

WDEF

CHATTANOOGA—EST. 1941

ABC
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDEF
Address .....Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....Volunteer Bldg.
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service.....Standard Radio
Representative ..... Weed & Co.

Personnel

President .....Joe W. Engel
General Manager ..... Frank S. Lane
Commercial Manager.....Ken Flenniken
Chief Engineer.....B. C. Baker

WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....WDOD Broadcasting Corp.
Operated By.....Earl W. Winger, Norman A. Thomas.
Address..... Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location .....Baylor School
Time on the Air: 5:30 a.m. to 12:05 Midnight

News Service ..... UP
Transcription Service ..... World
Representative .....Paul H. Raymer Co.

Personnel

Co-Owners.....Earl W. Winger, Norman A. Thomas
General Manager.....Earl W. Winger
Commercial Manager.....Carter M. Parham
Chief Engineer ..... Julius V. Vessels

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WJZM

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. Kleeman
Address ..... Clarksville
Phone Number..... 499
Transmitter Location ..... Martin St.
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .....World
Representative.....Cox & Tanz

Personnel

Owner .....Wm. Kleeman
General and Station Manager..W. E. Williams
Chief Engineer ..... Gene Penticost

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WBAC

CLEVELAND—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Robert W. Rounsaville
Address .....Fike Bldg.
Phone Number 62
News Service ..... UP

Personnel

Owner-General Mgr...Robert W. Rounsaville
Commercial Manager..Mrs. R. W. Roundsaville
Program-Promotion Mgr.....David P. McLain
Chief Engineer.....William F. Lange

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WKRM*

COLUMBIA

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Tennessee Broadcasting Co.
Address .....Columbia, Tenn.
* Construction Permit

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WHUB

COOKEVILLE—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Address ..... East Spring Street
Phone Number.....Southern Continental 200
Transmitter Location.....807 Hickory Street
Time on the Air.....6 a.m. to 10 p.m.
News Service .....UP
Transcription Service..Keystone Broadcasting System
Representative .....Cox & Tanz

Personnel

President-Chief Owner.....M. L. Medley
Chief Engineer .....Herbert Beasley

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(Call Letters to Be Assigned)

DYERSBURG*

Frequency 1450 Kc.....Power: 250 Watts
Owned-Operated By.....State Gazette Broadcasting Co.
Address .....Dyersburg, Tenn.
* Construction Permit

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WBEJ*

ELIZABETHTON

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Elizabethton Broadcasting Co.
Address .....P. O. Box 829

Personnel

Owners.....Robert W. Roundsaville, George M. Clark
* Construction Permit

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(Call Letters to Be Assigned)

GREENVILLE*

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greenville Broadcasting Co.
Address .....Greenville, Tenn.
* Construction Permit

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WTJS

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Sun Publishing Company
Address.....104 West Baltimore St.
Phone Number 3340
Transmitter Location .....Highway 45
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....The Jackson Sun
News Service .....UP
Transcription Service.....Standard Radio
Representative .....The Branham Company

Personnel

President.....A. A. Stone
Station-Commercial Manager..A. B. Robinson
Chief Engineer .....Robert Gordon

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WJHL

JOHNSON CITY—EST. 1938

ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....WJHL, Inc.

Business Address.....412 S. Roan St.
Phone Number .....WJHL
Studio Address.....412 S. Roan St.
Transmitter Location ..... 2 miles N. W. of Johnson City
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service.....Lang-Worth, Cole
Representative.....Howard H. Wilson

Personnel

President ..... Hanes Lancaster
Chief Engineer.....O. K. Garland

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WKPT

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.
TENNESSEE VALLEY
DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kingsport Broadcasting Co.
Address .....Radio Center
Phone Number ..... WKPT
Transmitter Location .....Kingsport
Time on the Air.....6:30 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Lang-Worth; Standard Radio, Thesaurus
Representatives .....Burn-Smith Co.; Harry Cummings

Personnel

President.....C. P. Edward, Jr.
General Manager.....Jess Swicegood
Chief Engineer.....Gladman W. Upchurch

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WBIR

KNOXVILLE—EST. 1941

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ..... WBIR, Inc.
Address.....406 W. Church St.
Phone Number 4-3321
Transmitter Location.....Brooks Road & Wilder Place
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service .....Standard
Representative .....John E. Pearson

Personnel

Pres. Gen. Mgr.....Gilmore N. Nunn
Station-Commercial Manager.....John P. Hart
Sales Promotion-Merchandising Manager ..... John P. Hart
Program Director-Production Manager ..... Charles D. DeVois
Chief Engineer ..... J. Rex Horton

WNOX

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By .....Scripps-Howard Radio, Inc.
Address .....110-112 South Gay Street
Phone Number 3-3171
Transmitter Location.....Anderson Road near Knoxville
Time on the Air.....5 a.m. to 1 a.m.
Newspaper Affiliation Knoxville News-Sentinel
News Service ..... UP
Transcription Service..Standard Radio; Lang-Worth
Representative .....The Branham Company

Personnel

President .....Jack R. Howard
General Manager ..... R. B. Westergaard (On leave)
Station-Commercial Manager .... O. L. Smith
Sales Promotion-Publicity Director ..... Owen J. Remington
Program Dir.-Production....William T. Trotter
Chief Engineer ..... John L. Cole, Jr.

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WROL

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc...Power: 1000 d.; 500 n.
Owned By ..... Stuart Broadcasting
Operated By ..... S. E. Adcock
Business Address ..... 531 S. Gay St.
Phone Number 2-7111
Studio Address ..... 531 S. Gay St.
Time on the Air: 5 a.m. to 12 midnight; Sundays, 6 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....NBC Thesaurus; World, M. M. Cole
Representative .....John Blair & Co.

Personnel

Owner .....S. E. Adcock
Commercial Manager.....C. H. Frazier
Chief Engineer.....James N. Gilbert

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WGAP*

MARYVILLE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Gateway Brodacasting So.
Address ....3806 N. Broadway, Knoxville, Tenn.

Personnel

Owners .....George Burne Smith, V. H. McLean

* Construction Permit

WHBQ

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasting Station WHBQ, Inc.
Address .....Hotel Gayoso
Phone Number..... 8-6868
Transmitter Location .....46 Neely St.
Time on the Air.....6 a. m. to midnight
News Service .....AP
Transcription Service....M. M. Cole, Standard
Representative.....William G. Rambeau Co.

Personnel

General and Station Manager..E. A. Alburty
Commercial Manager.....E. Pournelle
Sales Promotion-Merchandising E. A. Alburty
Chief Engineer ..... W. M. Roy
Record m. c's...Ralph Burge, Gordon Lawhead

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WMC

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Memphis Publishing Co.
Business Address.....P. O. Box 311
Phone Number 8-7464
Studio Address.....Third & Madison Ave.
Transmitter Location.....Thomas Road
Time on the Air.....Unlimited
Newspaper Affiliation .... Memphis Pub. Co.
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth; Standard
Representative .....The Branham Co.

Personnel

President ..... John H. Sorrells
General Manager ..... H. W. Slavick
Commercial Manager ..... J. C. Eggleston
Local Sales Manager ..... Cliff Goodman
Chief Engineer .....E. C. Frase, Jr.

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WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Hoyt B. Wooten d/b as WREC Broadcasting Service
Address .....Hotel Peabody
Phone Number 5-1313
Transmitter Location ..... Radio Center
Time on the Air.....5:30 a.m. to midnight
News Service .....UP
Transcription Service ....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program-Publicity Director.....Roy Wooten
Production Manager.....Frank J. Keegan
Chief Engineer.....S. D. Wooten, Jr.

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WMPS

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WMPS, Inc.
Address .....Columbian Tower, 62 North Main Street
Phone Number 5-2721
Transmitter Location .....1690 South Lauderdale
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation .....Memphis Press-Scimitar
News Service.....UP AP
Transcription Service.....Standard Radio; Associated
Representative.....Broadcast Sales (East), Howard H. Wilson (West)

Personnel

V. P.-General Manager ..... H. R. Krelstein
Promotion-Publicity ..... M. J. Vosse
News Editor ..... M. Wathen
Chief Engineer ..... Joe Deaderich
Record m. c.....Brooks Read

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WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
Owned By ..J. T. Ward, d/b as WLAC Broadcasting Service
Operated By.....WLAC Broadcasting Service
Address.....Third National Bank Bldg.
Phone Number 6-0161
Transmitter Location .....Dickerson Road
Time on the Air.....5:45 a.m. to midnight
News Service ..... UP
Transcription Service.... World Broadcasting System
Representative .....Paul H. Raymer Co.

Personnel

Owner.....J. T. Ward
General Manager.....F. C. Sowell, Jr.
Commercial Manager.....T. B. Baker, Jr.
Chief Engineer.....F. D. Binns

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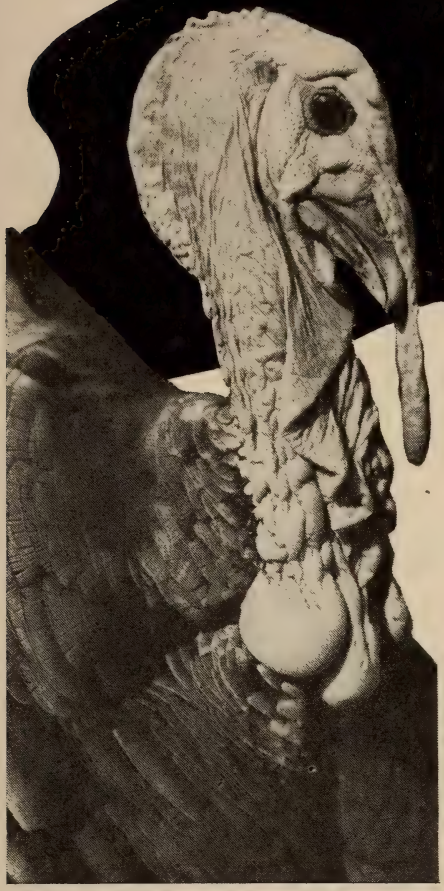
WSIX

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By .....WSIX, Inc.
Address .....Nashville Trust Building



You Can Carve Turkey in TEXAS with "T.S.N."

. . . Because "T.S.N." is close to the people of Texas . . .

Surveys bear out the fact that the folks in the "Texas State Network" area listen more hours of the day to their nearby home-town "T.S.N." stations because of the top quality programs being fed their stations by "Mutual" and "A.B.C." . . . and, Texas folks listen to these strategically located stations because these grand programs are delivered with less interference. Good programs . . . easy listening . . . makes "T.S.N." a good buy!

Remember, when you get away from the four major markets in Texas (which accounts for only 17.3% of the population) you are in the small communities and rural area which make up 82.7% of Texas radio listeners. "T.S.N." serves all four major TEXAS CITIES, plus 12 other important Texas towns.

The "T.S.N." market covers 149 Texas Counties, 11 in Oklahoma and 7 in Arkansas . . . a total population of 5,063,876 with $1,435,980,000 in Retail Sales.

TEXAS STATE NETWORK STATIONS

KFJZ—Fort Worth
WRR—Dallas
KRRV—Sherman
KPLT—Paris
KCMC—Texarkana
KFRO—Longview
WACO—Waco
KTEM—Temple
KTHT—Houston
KNOW—Austin
*KABC—San Antonio
*KMAC—San Antonio
KRLH—Midland
KBST—Big Spring
KRBC—Abilene
KGKL—San Angelo
KBWD—Brownwood

*Only one station included.

Buy **"T.S.N."** *for Texas*

THE TEXAS STATE NETWORK

1201 WEST LANCASTER ★ FORT WORTH 1, TEXAS

WEED & COMPANY
National Representative

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Phone Number 5-5431
Transmitter Location.....McGavock Pike
Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....AP
Transcription Service.....Standard Radio
Representative.....The Katz Agency, Inc.

Personnel

President-Station Manager..Jack M. Draughon
Commercial Manager.. ....Eugene S. Tanner
Program Manager.....Ottis Roush
Technical Advisor.....Dr. Fred Schumann

WSM

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
Owned-Operated By.. The National Life and Accident Insurance Co.
Business Address....Seventh Ave. & Union St.
Phone Number 6-7181
Studio Address....Seventh Avenue and Union Street
Transmitter Location: Calendar Road, Williamson County, Tenn. (R.F.D. Franklin)
Time on the Air.....19 hours daily; Sundays, 17 hours
News Service ..... AP; INS
Transcription Service .....Associated Music Publishers, Lang-Worth, World
Representative .....Edward Petry & Co., Inc.

Personnel

General Manager.....Harry Stone
Sales-Commercial Manager..Winston S. Dustin
Sales Promotion-Merchandising Manager ..... Albert E. Gibson
Program Director.....Jack Stapp
Publicity Director.....Albert E. Gibson
Chief Announcer.....Ottis Devine
Musical Director.....Beasley Smith
Acting Chief Engineer.....George Reynolds

(See Page 580)

TEXAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KRBC

ABILENE—EST. 1936

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broadcasting Company
Address .....Abilene
Phone Number 6255
Transmitter Location .....341 Ambler Avenue
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Abilene Reporter-News
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
General and Station Manager.Howard Barrett
Sales Manager.....A. C. Etter
Sales Promotion-Merchandising Manager Forest Lane
Program Production Mgr.....Jack Wallace
Chief Engineer.....J. B. Casey

KFDA

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Amarillo Broadcasting Corporation
Address ..... 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air.....18 hours daily, 17 hours Sunday
News Service.....UP

Personnel

President .....Gilmore Nunn
Station-Sales Promotion Manager H. P. Roberson
Commercial Manager.....J. R. Moore
Program Director.....Bonnie Bennett
Chief Engineer.....Sanford Helt

KGNC

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned By.....Plains Radio Broadcasting Co.
Operated By .....KGNC
Address.....Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location .....Bellaire Park
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7 a.m. to midnight
Newspaper Affiliations: Amarillo Daily News; Amarillo Globe; Lubbock Avalanche Journal
News Service.....AP & UP
Transcription Service.....NBC Thesaurus, Standard, Lang-Worth, M. M. Cole

Representative...Taylor Howe Snowden, Radio Sales

Personnel

President .....Gene Howe
General Manager.....O. L. Taylor
Station Manager...Raymond D. Hollingsworth
Sales Manager.....Aubrey Jackson
Sales Promotion-Merchandising Manager Jack Cauthen
Program Director.....Robert Watson
Chief Engineer.....W. H. Torrey

KVET*

AUSTIN

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Austin Broadcasting Co.
Address .....1901 Dillman St.
* Construction Permit

KNOW

AUSTIN—EST. 1924

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By ....Frontier Broadcasting Company, Inc.
Address.....Capitol Nat'l Bank Bldg.
Phone Number 2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Representative .....Weed & Co.

Personnel

President.....H. M. Fentress
Station Manager.....Hardy C. Harvey
Commercial Manager.....Marion H. Coleman
Chief Engineer.....James Lewis

KTBC

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 d.; 250 n.
Owned-Operated By.....Radio Station KTBC
Address .....Brown Bldg.
Phone Number 2-2424
Transmitter Location .....Dallas Highway
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP, INS, AP
Transcription Service .....World
Representative .....Taylor-Howe-Snowden

Personnel

President.....Claudia T. Johnson
General-Station and Sales Manager Pat Adelman
Sales-Promotion Mds'e. Mgr.....Jim Turner
Program Director.....Jim Turner
Chief Engineer.....Leland Seay

KFDM

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.. Beaumont Broadcasting Corp.
Address.....P.O. Box 2950
Phone Number 3883
Transmitter Location .....Cor. Doucette & Grove Streets
Time on the Air.....6 a.m. to midnight; Sundays, 7 a.m. to 12 Midnight
News Service.....UP & AP
Transcription Service.....NBC Thesaurus, Standard
Representative .....Taylor-Howe-Snowden

Personnel

President.....C. W. Snider
General-Commercial Manager.....C. B. Locke
Sales Promotion Manager.....H. Caldwell
Production Manager-Publicity Director H. Caldwell
Chief Engineer.....L. M. Sanders

PLAYING TO 340,000 FOLKS
EFFECTIVE INCOME: $344,681,000

KRIC

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRIC, Inc.
Address ..... 130 Wall Street
Phone Number 4200
Transmitter Location.....130 Wall Street
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation....Beaumont Enterprise, Beaumont Journal
News Service .....AP
Transcription Service.....World Broadcasting, Cole
Representative .....The Branham Company

Personnel

President.....Mrs. J. L. Mapes
General and Station Manager.....Jack Neil
Sales-Commercial Manager.....G. L. Kirk
Record m.c.....Roy Dickson
Chief Engineer.....Arthur Kay

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KBST

BIG SPRING—EST. 1936

ABC
MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Big Spring Herald Broadcasting Company
Address .....702 Johnson Street
Phone Number 1500
Transmitter Location ..1¼ miles northeast of town
Time on the Air.....6:30 a.m. to 11p.m.
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

General-Station-Sales-Commercial Manager Boyd Kelley
Program-Publicity Director.....Mina Taylor
Production Manager.....Robert Bradbury
Chief Announcer.....William B. Foreman
Chief Engineer.....Andrew M. Jones

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KNEL

BRADY—EST. 1935

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By .....G. L. Burns
Business Address.....106 No. Blackburn St.
Phone Number 77
Transmitter Location.....East Brady, Texas
Time on the Air.....8 a.m. to 10 p.m.
Transcription Service .....Keystone
Representative .....Keystone

Personnel

President, General & Station Manager G. L. Burns
Sales-Commercial Manager.....G. L. Burns
Sales Promotion-Merchandising Manager G. L. Burns
Program Director, Production Manager Howard Sparks
Chief Announcer.....Howard Sparks
Chief Engineer.....David Gattis

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KVAL

BROWNSVILLE—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned by.....Radio Station KEEW, Ltd.
Operated By.....T. Frank Smith
Address .....Gulf Bldg.
Phone Number.....Capitol-6151
Transmitter Location .....Brownsville
Time on the Air.....6 a.m. to Midnight
News Service .....AP
Representative.....Free & Peters

Personnel

General Manager.....T. Frank Smith
Station Manager.....Roy Suber
Commercial Manager.....Bill Bennett
Promotion-Publicity.....Glenn Horton
Chief Engineer.....Robert Bush

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KBWD

BROWNWOOD—EST. 1941

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1380 Kc....Power: 1000 d.; 500n
Owned-Operated By.....Brown County Broadcasting Co.
Address .....800 Hawkins Street
Phone Numbers 2401-2402
Transmitter Location....Williams Ranch Road, 1½ miles N. Brownwood
Time on the Air..6:00 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....The Walker Co.

Personnel

President-General Manager....Wendell Mayes
Commercial Manager.....Ingram S. Roberts
Sales Promotion.....F. T. Wilson
Chief Announcer.....Jack Beckett
Musical Director.....Pat Brinkley
Record m.c.....Howard Edwards
Program-Publicity Director.....Pat Brinkley
Production Manager.....Pat Craig
Chief Engineer .....A. W. Stewart

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WTAW

COLLEGE STATION—EST. 1921

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..A. & M. College of Texas
Address .....College Station
Phone Number 4-6724

Transmitter Location .....College Station
Time on the Air.....Sun-up to Sun-down
News Service .....AP
Transcription Service .....World

Personnel

President of A & M College.....Gibb Gilchrist
General Manager
G. Byron Winstead, Dir. Information & Pub.
Program Director.....G. Byron Winstead
Production Manager
Cecil Beardon, Radio Assistant
Chief Announcer.....Cecil Beardon
Chief Engineer.....Frank J. Sosolik

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KEYS

CORPUS CHRISTI—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By .....Partnership
Operated By.....Nueces Broadcasting Co.
Address .....Center Theater Bldg.
Phone 2-7411
Transmitter.....Cantwell Lane
Time on the Air.....6 a.m. to 12 Midnight
News Service .....UP
Transcription Service .....World
Representative .....Forjoe Co.

Personnel

Station Manager.....Fred Burr
Sales-Commercial Manager....Kelly Wofford
Chief Engineer.....Harold Griffith

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KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Gulf Coast Broadcasting Company
Address .....Robert Driscoll Hotel
Phone Number 6354
Transmitter Location .....Corpus Christi
Time on the Air.....Unlimited License
Newspaper Affiliation.....Caller-Times
News Service .....AP
Representative .....Free & Peters

Personnel

General Manager.....T. Frank Smith
Commercial Manager .....William Bennett

•

KWBU

CORPUS CHRISTI—EST. 1943

ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned & Operated By..Century Broadcasting
Address.....912 Commerce St., Dallas, Texas
Phone .....Riverside 8431
Transmitter Location .....Gregory,
Time on the Air.....Daytime License
News Service .....AP
Representatives.....The Branham Co.

Personnel

President.....Carr P. Collins
General Manager.....Carr P. Collins, Jr.
Station, Commercial Manager..Homer Hogan
Sales Promotion-Merchandising Manager
Maydell Wallace
Program Director, Production Manager
J. E. Sellers
Publicity Director.....Maydell Wallace
Chief Engineer.....Nestor Cuesta, Jr.

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KAND

CORSICANA—EST. 1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Navarro Broadcasting Association
Business Address .....Corsicana
Phone Number 141
Transmitter Location.....Corsicana Highway No. 5
Time on the Air.....6 a.m. to Midnight
News Service .....UP
Transcription Service .....RCA

A NEW ARRIVAL
A NEW SALES-WINNER in the Transcription field

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

KRLD *Is Your Best Buy Day or Night*

KRLD

The Times Herald Station

STUDIOS

Dallas Fort Worth

50 kw., 1080 kc. Represented by the Branham Company

Personnel

President .....J. C. West
General Manager.....Aubrey H. Escoe
Station, Commercial and Sales Promotion Manager.....A. H. Escoe
Program-Publicity Director.....A. H. Escoe
Production Manager.....A. H. Escoe

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KSKY

DALLAS—EST. 1941

Frequency: 660 Kc.....Power: 1000 Watts
Owned-Operated By.....Sky Broadcasting Service
Address .....11th Floor, Hotel Stoneleigh
Phone Number C-6193
Transmitter Location.....Bruton Road
Time on the Air .....6 a.m. to local sunset
News Service ..... AP
Transcription Service .....Associated Music

Personnel

President-General Manager.....A. L. Chilton
Commercial Manager.....R. G. Terrill

•

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
Owned By.....KRLD Radio Corp.
Operated By.....Dallas Times-Herald
Address .....Hotel Adolphus
Phone Number .....Central 6811
Transmitter Location .....Garland, Texas
Time on the Air.....5:30 a.m. to 1 a.m.
Newspaper Affiliation...Dallas Times-Herald
News Service.....INS & AP
Transcription Service .....Standard Radio
Representative.....The Branham Co.

Personnel

President.....J. W. Runyon
General Manager.....C. W. Rembert
Ass't Manager.....James W. Crocker
Commercial Manager.....William A. Roberts
Sales Promotion Manager.....J. W. Crocker
Program Director.....Roy George
Publicity Director.....Douglas Hawley
Chief Announcer.....Meador Lowrey
Musical Director.....Hyman Charninsky
Chief Engineer .....Roy-Flynn

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WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned-Operated By.....A. H. Belo Corp., publisher of The Dallas Morning News
Business Address...Commerce & Lamarr Sts.
Phone .....Central 2451
Studio Address ....Santa Fe Bldg. Penthouse
Transmitter Location .....Grapevine, Texas
Time on the Air.....5:30 a.m. to 12 midnight; Sat., 5:30 a.m. to 1 a.m.
Newspaper Affiliation ..Dallas Morning News
News Service.....UP, Reuters
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President .....E. M. Dealey
General Manager.....Martin Campbell
Asst. Managers
Ralph M. Nimmons, Raymond Collins
National Sales Manager.....Keith Baldwin
Program Supervisor.....Ralph K. Maddox
Publicity Director.....Mrs. Wilbur Douglas
Musical Director.....Karl Lambertz
Chief Engineer .....Paul Barnes
Record m.c.....Jimmie Jeffries

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WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....City of Dallas
Address..Municipal Radio Bldg., State Fair Grounds
Phone Number ..... Tenison 3-6101
Transmitter Location .....White Rock Lake
Time on the Air.....6 a.m. to Midnight
News Service .....AP
Representative ..... Weed & Co.

Personnel

General & Station Manager..Charles B. Jordan
Commercial Manager.....Dale Drake
Sales Promotion Manager-Program Director
Pete Teddlie
Traffic Manager.....Louise Cobler
Publicity Director.....Jerry Doggett
Chief Announcer-Record m.c.....Buddy Harris
Musical Director.....Jimmy Thornhill
Chief Engineer.....D. J. Tucker

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KDNT

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Harwell V. Shepard
Address .....Kimbrough Building
Phone Number 276
Transmitter Location .....Highway No. 24
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service .....Thesaurus

Personnel

General Manager.....Harwell V. Shepard

Beaty Fans Buy!

Happy Sponsors Know That Beaty's Farm Friends Buy Merchandise . . .

Layne Beaty, Farm Program Director, WBAP. Member of Committee on Farm Broadcasting, National Association of Broadcasters. Officer, State-Wide Cotton Council. Member, Texas Chemurgic Council. Officer, Radio Farm Directors.

Here's Proof That *Powerful* WBAP *Sells* the Rural *Buyers* of the Great Southwest!

A SPONSOR SAYS:

". . . it seems from all of the evidence to be doing a very good job for us over your station" (He must have meant it, for he is still a sponsor.)

A RANCHER WROTE:

"First I wish to thank you for your 6 to 7 a m program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also what you say about American Fence is so have used many miles of it. P S Please send me one of your Farm and Ranch Handbooks and oblige' (This is an example of what we mean by 'Beaty Fans Buy")

A FARMER WRITES:

"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start Please draw me a map" (Beaty could . would and did)

FROM THE STATE BOARD OF AGRICULTURE:

"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

A 4-H CLUB BOY SAID:

"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.

50,000 WATTS — 820 KILOCYCLES

WBAP

SINCE MAY 1922 — CLEARED CHANNEL

Owned and Operated By
THE FORT WORTH STAR-TELEGRAM
AMON G. CARTER, President
Fort Worth 2, Texas

Represented by Edward Petry Co.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By....Dorrance D. Roderick
Address .....2201 Wyoming St.
Phone Number .....Main 2020
Transmitter Location ....Hammett Boulevard
Time on the Air.....Unlimited License
Newspaper Affiliation.....El Paso Times
News Service .....AP
Transcription Service .....Associated
Representative .....Howard H. Wilson Co., Taylor-Howe, Snowden

Personnel

Owner.....Dorrance D. Roderick
Station Manager .....Val Lawrence
Commercial Manager.....Cecil L. Trigg
Chief Engineer.....Edward P. Talbott

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KTSM

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By .....Tri-State Broadcasting Co.
Address .....Paso Del Norte Hotel
Phone Number .....Main 3122
Transmitter Location.....Ascarate, Tex.
Time on the Air.....Unlimited
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative ...George P. Hollingbery Co.

Personnel

President.....Frances W. Bredburg
General-Station Manager.....Karl O. Wyler
Commercial Manager.....Willard L. Kline
Sales Promotion.....Roy T. Chapman
Program Director.....Virgil C. Hicks
Production Manager.....Conrey Bryson
Chief Engineer.....Kenneth J. Walton

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KFJZ

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Tarrant Broadcasting Company
Address .....1201 West Lancaster
Phone Number 3-3474
Transmitter Location .....Birdville, Texas
Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP & UP
Representative .....Weed & Company

Personnel

President-General Manager.....Gene L. Cagle
Station Manager .....Gene L. Cagle
Commercial Manager .....Clyde Pemberton
Sales Promotion Manager .....L. Roy Duffy
Program-Production Director.....Russ Lamb
Publicity Director.....Forrest W. Clough
Chief Announcer.....John D. Hopkins
Record m.c.....Jimmie Lowe
Musical Director.....Frances Kay
Chief Engineer .....Truett Kimzey

See Page 594

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KGKO

FORT WORTH—EST. 1928

AMERICAN BROADCASTING CO.
LONE STAR CHAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned By.....Carter Publications, Inc. & A. H. Belo Corp.
Operated By....Ft. Worth Star-Telegram and Dallas News
Addresses: Medical Arts Bldg., Ft. Worth; Santa Fe Bldg., Dallas
Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)
Transmitter Location .....Arlington, Texas
Time on the Air.....6 a.m. to 12 Midnight
Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
News Service .....AP
Transcription Service.....World; Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President .....Amon G. Carter
General Manager .....E. M. Dealey
Managing Director.....Martin Campbell
Fort Worth Manager .....George Cranston
Dallas Manager .....Martin Campbell
Fort Worth Program Director.....Ed Lally
Dallas Program Director.....Ralph Maddox
Chief Engineer.....R. C. Stinson
Chief Engineer, Dallas.....Raymond Collins

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WBAP

FORT WORTH—EST. 1922

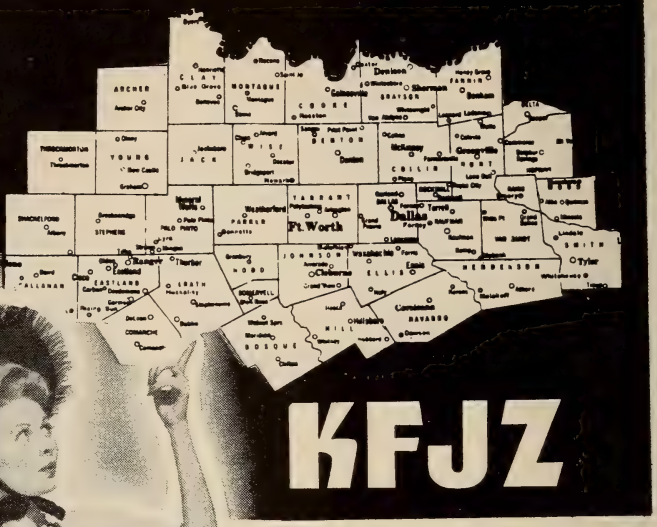
NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned By.....Carter Publications, Inc.
Operated By.....Ft. Worth Star-Telegram
Address .....Medical Arts Bldg.
Phone Number 3-1234
Transmitter Location .....Grapevine, Texas
Time on the Air.....(Shares time with WFAA, Dallas)
Newspaper Affiliation .....Ft. Worth Star-Telegram
News Service ..... AP
Transcription Service..WBS, Cole, Lang-Worth
Representative .....Edward Petry & Co.

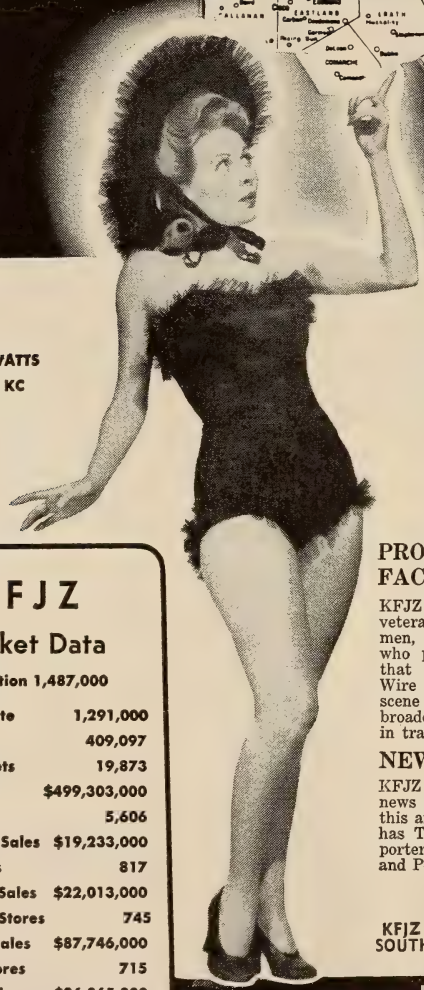
Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Station Manager .....George Cranston
Sales-Commercial Manager.....Jack Pritchett

Cover This Half Billion Dollar TEXAS Market with



KFJZ



5000 WATTS
1270 KC

Serving TEXAS *Most Important Market*

KFJZ is located in the heart of the rich North-Central part of Texas and is serving a million and a quarter people who have a half billion dollar purchasing power. KFJZ is serving a very progressive section of the Southwest that is "paying-dividends" in the post-war era.

Key Outlet for Mutual

KFJZ's tremendous audience has been attracted by a well balanced schedule of local shows and the Cream of Mutual's Humorous, Musical and Dramatic programs, interspersed with Mutual's great array of Ace News Analysts. KFJZ is Mutual's Key Outlet for Texas.

PROGRAM FACILITIES

KFJZ has a complete staff of veteran writers, production men, announcers and talent who produce shows locally that "sell" the Southwest. Wire Recorder for on the scene events . . . . Remote broadcast facilities . . . Latest in transcription equipment.

NEWS & SPORTS

KFJZ being recognized as the news and sports station of this area . . . naturally KFJZ has Texas' most popular reporters in Zack Hurt (sports) and Porter Randall (news).

MAIL PULL

KFJZ has hit the "jack-pot" time after time for advertisers who wanted to "check" their program and KFJZ's pulling power. One advertiser received 1572 requests from one cold announcement at 6:45 A. M. . . . heard from 198 Texas towns and 14 other states.

TIME ON AIR

KFJZ is serving the people of this area 18½ hours a day—Monday through Saturday, 5:30 A. M. to 1:00 A. M., on Sunday 5:30 A. M. to Midnight. KFJZ is a listening habit of the people in this important market.

KFJZ is a MUST on any schedule planned to cover the Fort Worth trade area.

KFJZ . . . FORT WORTH . . . SERVES ONE OF THE SOUTHWEST'S MOST IMPORTANT INDUSTRIAL AND AGRICULTURAL AREAS.

KFJZ
Market Data

Population 1,487,000

Native White	1,291,000
Families	409,097
Retail Outlets	19,873
Retail Sales	$499,303,000
Food Stores	5,606
Food Store Sales	$19,233,000
Drug Stores	817
Drug Store Sales	$22,013,000
Gen. Mds. Stores	745
Gen. Mds. Sales	$87,746,000
Apparel Stores	715
Apparel Sales	$26,865,000
Lbr. & Hdw. Stores	921
Lbr. & Hdw. Sales	$32,639,000

National Representative

Weed and Company

New York . Detroit . Chicago . Boston . San Francisco . Hollywood

Sales Promotion-Merchandising Manager Jack Pritchett
Program Director.....Ed. Lally
Production Manager .....A. M. Woodford
Publicity Director.....Kathryn Barnes
Chief Announcer.....Frank Mills
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson

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KLUF

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The KLUF Broadcasting Co.
Business Address.....60th & Broadway
Phone Number 6676
Studio Address.....60th & Broadway
Transmitter Location.....60th & Broadway
Time on the Air .....Unlimited license
News Service ..... UP
Transcription Service .....Standard Radio;
Representative .....William G. Rambeau

Personnel

President.....Geo. Roy Clough
General-Commercial Manager...L. D. Clough
Chief Engineer.....L. D. Clough

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(Call Letters to Be Assigned)

GREENVILLE*

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Truett Kimzey
Address .....3951 Belford Court, Fort Worth, Texas

* Construction Permit

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KGBS

HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Harbenito Broadcasting Company, Inc.
Business Address .....P. O. Box 711
Phone Number 1400
Studio Address: ... ... State Highway No. 83 between Harlingen and San Benito, Texas
Transmitter Location .....Same
Time on the Air.....6:30 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....Associated
Representative ..... The Walker Co.

Personnel

President .....McHenry Tichenor
Manager ..... Troy McDaniel
Commercial Manager ..... Dave Bennett
Chief Engineer ..... Sherman L. Spencer

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Houston Printing Corp.
Operated By.....Houston Post
Address .....Lamar Hotel
Phone Number .....Fairfax 7101
Transmitter Location .....Deepwater, Texas
Time on the Air.....Unlimited
Newspaper Affiliation .....Houston Post
News Service .....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative ..... Edward Petry & Co.

Personnel

President.....W. P. Hobby
General Manager ..... Kern Tips
Program Director.....Jack McGrew
Chief Engineer.....H. T. Wheeler

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KTHT

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Texas Star Broadcasting Co.
Address.....Southern Standard Bldg.
Phone No.....Capitol 6246
Transmitter Location..315 N. Ennis St., Houston
Time on the Air.....Full time

Personnel

President .....Roy Hofheinz
Station Supervisor.....Ted Hills
Commercial-Promotion Mgr...Francis Gilbert
Chief Engineer ..... Louis I. Jelly

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KTRH

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By.....Houston Chronicle Pub. Co.
Address ..... Texas & Travis Sts.
Phone Number ..... Preston 2211
Studio Address.....Rice Hotel
Transmitter Location .. Cedar Bayou, Texas
Time on the Air ..... 6 a.m. to midnight
Newspaper Affiliation .....Houston Chronicle
News Service .....UP
Transcription Service .....World Broadcasting
Representative .....John Blair & Co.

Personnel

General Manager ..... B. F. Orr
Commercial Manager ..... Ray E. Bright
Production-Program Director.....Harry Grier
Merchandising Mgr.....George H. McCormick
Chief Engineer ..... Tom Hiner

KXYZ

HOUSTON—EST. 1930

AMERICAN BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated by.....Harris County Broadcast Co.
Address .....Gulf Building
Phone Number ..... Capitol 6151
Transmitter Location .....Deepwater, Texas
Time on the Air.....24 hours
News Service .....AP
Representative ..... Free & Peters, Inc.

Personnel

President ..... M. Tilford Jones
Manager.....T. F. Smith
Production-Program Director..Charles Nethery
Commercial Manager .....Wm. F. Bennett
Chief Engineer.....Gerald Chinski

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KSAM

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By....W. J. Harpole & J. C. Rothwell
Operated By ..... J. C. Rothwell
Address ..... Walker County Fairgrounds
Phone Number 666
Transmitter Location ..... Walker County Fairgrounds
Transcription Service.....Keystone
Time on the Air.....Unlimited
News Service .....AP
Representative ..... Cox and Tanz

Personnel

Owner.....W. J. Harpole & J. C. Rothwell, partnership
Gen. and Station Manager....J. C. Rothwell
Sales-Commercial Manager....J. B. McShan
Sales Promotion-Merchandising Manager.....J. B. McShan
Chief Engineer ..... Sam Love

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KOCA

KILGORE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oil Capitol Broadcasting Assn.
Address .....102½ East North St.
Phone Number 616
Transmitter Location....Cor. Rose & Martin Sts.
Time on the Air.....6 a.m. to 10 p.m.
News Service .....AP
Transcription Service.....Keystone, McGregor, M. M. Cole
Representative ....Thomas F. Clark Co., Inc.

Personnel

President-General Manager....Roy G. Terry
Station-Sales-Commercial Mgr...H. A. Degner
Sales Promotion-Merchandising Mgr. ..... Lewis B. Christie
Program Director-Chief Announcer ..... John E. Andrews
Chief Engineer.....Albert F. Mason, Jd.

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KPAB

LAREDO—EST. 1938

MUTUAL-KEYSTONE-TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By Laredo Broadcasting Co.
Business Address.....Hamilton Hotel
Phone Number 2124
Transmitter Location .....300 Loring Ave.
Time on the Air.....7 a.m. to 11 p.m.
Representative .... Joseph Hershey McGilvra

Personnel

President .....Howard W. Davis
General Manager .... Mrs. Doane Chapman
Chief Engineer ..... Hulan K. Smith

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KFRO

LONGVIEW—EST. 1934

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Voice of Longview
Business Address ..... P. O. Box 792
Phone Number 411
Studio Address.....Glover-Crim Bldg.
Transmitter Location .....1918 Marshall-Longview Highway
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service .....Lang-Worth; Keystone Broadcasting System
Representative .....Burn-Smith Co.

Personnel

President.....James R. Curtis

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KFYO

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Plains Radio Broadcasting Co.
Address .....914 Avenue J
Phone Number 5567
Transmitter Location.....2312 Fifth St.
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation ..Lubbock Avalanche-Journal
News Service.....AP & UP
Transcription Service.....Associated, Cole
National Sales Office: Taylor-Howe-Snowden Group, Dallas, Texas
Representative .....Taylor-Howe-Snowden

Personnel

President ..... Gene A. Howe
General Manager.....O. L. Taylor
Station Manager.....DeWitt Landis
Sales-Commercial Manager.....Rex Webster
Sales Promotion-Merchandising
Manager .....Laretta Dailey
Program Director ..... DeWitt Landis
Production Manager ..... Bob Ruckel
Chief Engineer ..... W. S. Bledsoe

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KRBA

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Red Lands Broadcasting Association
Business Address .....Lufkin
Phone Number 272
Studio Address .....Lufkin
Transmitter Location .....Lufkin
Time on the Air .....Unlimited license
News Service .....UP-AP
Transcription Service.....Standard Radio; Keystone
Representative .....Cox & Tanz

Personnel

President.....Ben T. Wilson
Manager .....Darrell E. Yates

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KCRS

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Scharbauer Estate
Business Address .....117 S. Lorainne St.
Phone Number 1080-1
Studio Address ..... 117 So. Loraine St.
Transmitter Location.....U. S. Highway 80, (1½ miles west of Midland)
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service .....SESAC

Personnel

Administrator of Estate .....Millard Eidson
Station Manager.....J. M. McDonald
Commercial Manager....Gladys L. McDonald
Chief Engineer ..... Jack Cecil

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KNET

PALESTINE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned By.....Palestine Broadcasting Corp.
Operated By.....B. A. Laurie
Address .....Municipal Bldg.
Phone Number 411
Transmitter Location.....Strickland Park
Time on the Air.....7 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service.....Standard Radio;
Representative .....Walker Co.

Personnel

President-Station-General
Manager ..... Bill Laurie
Sales-Commercial Manager.....Arch Dougan
Sales Promotion-Merchandising
Manager ..... Mrs. Emo Laurie
Production Manager ..... Bill Laurie
Publicity Director ..... Mrs. B. A. Laurie
Chief Announcer ..... E. B. Myers III
Chief Engineer ..... Bill Laurie
Technical Supervisor ..... Gene Kintz
Record m. c.....Gene Myers, Marvin Crain

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KPDN

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1340 Wc.....Power: 250 Watts
Owned By.....R. C. Hoiles
Operated By.....Pampa News
Business Address.....Box 901
Phone Number 1100
Studio Address .....212 North Ballard
Transmitter Location.....East of city limits
Time on the Air.....7:30 a.m. to 10:30 p.m.
Newspaper Affiliation .....Pampa News
News Service ..... AP
Transcription Service ....World Broadcasting

Personnel

Chief Executive.....Jack Hanna
Station-Commercial Manager....John Michel
Auditor ..... H. McBee
Sales Promotion-Merchandising
Manager ..... B. E. Price
Program Director ..... Ken Bennett
Publicity Director ..... B. E. Price
Chief Engineer.....Douglas E. Smith

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KPLT

PARIS—EST. 1936

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....North Texas Broadcasting Company
Address .....Gibraltar Hotel
Phone Number 1124-5

Transmitter Location: 2¼ miles south on Texas Highway No. 24
Time on the Air.. ..6 a.m. to midnight, Sundays 7 a.m. to midnight
News Service .....AP

Personnel

President.....A. G. Pat Mayse
General-Station Manager.....Ernest T. Jones
Publicity Director ..... Geneva Slakey
Chief Engineer .....C. L. Thompson
Record m. c.....Jimmy Mercer

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KIUN

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Jack W. Hawkins & Barney H. Hubbs
Address: KIUN Bldg., 306 South Cedar Street
Phone Number 21
Transmitter Location .....North of city
Time on the Air.....7 a.m. to 9 p.m.
News Service .....AP
Transcription Service.....Keystone, Cole
Representative.....Homer Griffith Co.

Personnel

Co-Owner-General Manager....Jack Hawkins
Commercial Manager.....Donald R. Brooks
Program Director ..... Louise Hawkins
Chief Announcer ..... Jack Dunn
Chief Engineer ..... Harry Boehnemann

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KVOP

PLAINVIEW—EST. 1944

Frequency: 1400 Kc.....Power: 250 Watts
Owned and Operated By: W. J. Harpole and J. C. Rothwell
Address.....111 West 6th Street
Phone Number.....1400
Transmitter Location.....Wayland College Grounds
Time on the Air.....6:30 a.m. to 9 p.m.
News Service .....AP
Transcription Service ..... Standard

Personnel

President-General Manager....W. J. Harpole
Station-Commercial Manager....Wm. T. Kemp
Program-Production Manager..James E. Stanton
Publicity Director ..... W. J. Harpole
Chief Announcer ..... Al Turner
Musical Director ..... Joyce Taylor
Chief Engineer ..... Carl Cook
Record m. c.....Keith Lloyd

KPAC

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By .....Port Arthur College
Address ..... 1515 Lakeshore Dr.
Phone Number 7458
Studio Address.....1515 Lakeshore Drive
Transmitter Location ....1515 Lakeshore Drive
Time on the Air.....6 a.m. to 12 midnight, Sundays 7 a.m. to midnight
News Service.....AP & INS
Transcription Service.....Standard Radio, World, McGregor, BMI Sup.
Representative.....Joseph Hershey McGillvra

Personnel

President .....J. W. Williams
Acting Manager ..... Marjorie R. Vickers
Sales-Commercial Manager..George Crouchet
Sales Promotion-Merchandising Manager ..... Walter LaForge, Jr.
Program Director ..... Corinne Enos
Traffic Manager.....Margaret Brieske
Publicity Director.....Celista Quick
Chief Announcer.....Gordon Baxter, Jr.
Musical Director.....Walter LaForge, Jr.
Chief Engineer.....Glenn Boatright
Record m. c.....Claude Pinell

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KGKL

SAN ANGELO—EST. 1928

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGKL, Inc.
Address ..... St. Angelus Hotel
Phone Number 6715
Transmitter Location .....50 South Milton
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
General and Station Manager ..... Lewis O. Selbert
Commercial Manager.....Myrl Stein
Program Director-Production Manager ..... Jean Nettleton
Chief Announcer ..... Julian Hill
Chief Engineer.....Frank Jones
Record m. c.....William Crable

KABC
SAN ANTONIO—EST. 1926
ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Alamo Broadcasting Co.
Address.....223 Milam Bldg.
Phone Number .....Fannin 3126
Transmitter Location.....Bandera Highway
Time on the Air.....5 a.m. to 12:25 a.m.

Personnel

President.....R. Early Willson
Station Manager.....Charles W. Balthrope
Ass't Manager.....Bill Michaels
Audience Promotion-Merchandising Manager ..... W. Poundstone Jackson
Program Director ..... George T. Case
Chief Announcer ..... Alec Chesser
Musical Director ..... Nola Reid
Chief Engineer ..... Paul Wolf

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KCOR*
SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
Owned-Operated By.....Raoul A. Cortez
Address..National Bank of Commerce Bldg.
News Service .....AP
* Construction Permit

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KMAC
SAN ANTONIO—EST. 1930
MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Howard W. Davis, d/b as The Walmac Company
Operated By.....Howard W. Davis
Address.....Nat'l Bank of Commerce Bldg.
Phone Number ..... Cathedral 6211
Transmitter Location.....Avenue B
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS
Representative....Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
Station Manager.....Patt McDonald
Sales Promotion-Merchandising Manager ..... Tony Bessan
Program Director.....Tony Bessan
Production Manager.....Melba Flemming
Chief Engineer.....Ed E. Case
Record m. c.....Marvin Broyles

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KONO
SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company
Address .....317 Arden Grove
Phone Numbers.....Fannin 5171-2-3
Transmitter Location.....317 Arden Grove
Time on the Air.....18 hours daily
News Service ..... AP
Transcription Service..Lang-Worth, M. M. Cole
Representative .....Forjoe & Company

Personnel

Owner.....Eugene J. Roth
General & Station Manager..James M. Brown
Program Director.....Stanley A. Cox
Chief Announcer.....Ray Hunt
Chief Engineer.....George Ing

KCOR

San Antonio's *Only*
ENGLISH-SPANISH *Radio Station*

National manufacturers can cash-in on the tremendous buying power of the Spanish speaking population of San Antonio and trade territory. Station KCOR features programs directed to this great listening audience . . . broadcast both in English and Spanish. Rate card on request.

CALCASIEU BLDG. — SAN ANTONIO, TEXAS

1350

KILOCYCLES • 1000 WATTS

KTSA

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By....Sunshine Broadcasting Company
Address .....Gunter Hotel
Phone Number .....Garfield 1251
Transmitter Location .....St. Hedwig Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....AP & UP
Transcription Service .....Lang-Worth; NBC Thesaurus, SESAC
National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas
Representative .....Taylor-Howe-Snowden

Personnel

President .....Gene A. Howe
General & Station Manager....G. W. Johnson
Sales-Commercial Manager.....Rex L. Preis
Sales Promotion-Merchandising Manager ..... Charles D. Lutz
Program Director ..... George Lee Marks
Chief Engineer ..... W. G. Egerton

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WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
Owned-Operated By.....Southland Industries, Inc.
Address .....1031 Navarro Street
Phone Number .....Garfield 4221
Transmitter Location .....Selma, Texas
Time on the Air.....5:30 to 12 midnight
News Service.....AP, INS, UP
Transcription Service.....Standard
Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager.....Hugh A. L. Halff
Commercial Manager.....Cecil K. Beaver
Sales Promotion.....Fred A. Peery
Program Manager .....Harold Carr
Publicity Director.....Rosemary Walker
Production Manager.....Monte Kleban
Chief Announcer.....Harold H. Carr
Chief Engineer.....Fred Sterling

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KRRV

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By .....Red River Valley Broadcasting Corporation
Addresses .....421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.
Phone Numbers..201 (Sherman); 423 (Denison)
Transmitter Location.....Highway 75 (between Sherman and Denison)
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....World, Standard
Representative ....Advertising Time Sales Co.

Personnel

President.....G. H. Wilcox
General Manager.....L. L. Hendrick
Chief Engineer .....T. E. Spellman
Denison Studio Manager....B. V. Hammon, Jr.
Sales Promotion.....Hugh Harling
Program Directors.....Doris Matlock, Doris Kretsinger

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KXOX

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sweetwater Radio
Operated By.....Mr. J. S. McBeath
Address.....P. O. Box 570
Phone Number 2341
Transmitter Location .....Highway No. 70
Time on the Air.....6:30 a.m. to 8:05 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus & Keystone, M. M. Cole

Personnel

President.....J. S. McBeath
General-Station-Commercial Manager, J. Harley Hubbard
Program Director-Chief Announcer, Zeb Williams
Publicity Director.....Zeb Williams
Chief Engineer.....George W. Dotson

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KTEM

TEMPLE—EST. 1936

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Broadcasting Co., Inc.
Business Address ..... Kyle Hotel Bldg.
Phone Number 5252
Studio Address.....Kyle Hotel
Transmitter Location....1/10 mile north of city
Time on the Air.....7 a.m. to 11 p.m.
News Service .....UP
Transcription Service ..... Cole

Personnel

General Manager.....Frank W. Mayborn
Station Manager.....Burton Bishop
Commercial Manager..Charles Whitesides, Jr.
Sales Promotion-Merchandising Manager ..... Burton Bishop
Chief Engineer ..... Paul Shaw

KCMC

TEXARKANA—EST. 1932

ABC

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....KCMC, Inc.
Address .....317 Pine St.
Phone Number 832
Transmitter Location .....317 Pine St.
Time on the Air.....6 a.m. to 12 p.m.
Newspaper Affiliation .....Texarkana Gazette; Texarkana News
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

General Manager.....Frank O. Myers
Sales Manager.....Thomas Dillahunty
Chief Engineer.....Harvey Robertson

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KGKB

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....East Texas Broadcasting Co.
Address .....115 South College Street
Phone Number..... 1106
Transmitter Location.....Sandflat Road
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service .....Standard Radio
Representative .....Gene Grant

Personnel

President-Station Manager....James G. Ulmer
Commercial Manager.....Earl P. Duffie
Program Director.....Mrs. James G. Ulmer
Commercial-Promotion Mgr....Earle P. Duffie
Chief Engineer.....John B. Sheppard

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KVWC

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Northwestern Broadcasting Co.
Address .....1813 Wilbarger Street
Phone Number 1048
Transmitter Location .....One mile due east of courthouse on highway extending from East Wilbarger Street
Time on the Air.....Unlimited License
News Service ..... AP
Transcription Service .....Cole
Representative .....Gene Grant

Personnel

President-General Manager.... R. H. Nichols
Commercial Manager.....W. D. Dixon
Program Director .....Loretta Withers
Chief Engineer.....Herman Ridgway

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KVIC

VICTORIA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Enterprises, Inc.
Business Address..Victoria Bank & Trust Bldg.
Phone Numbers 1106-1107-1268
Studio Address.....Cuero Highway
Transmitter Location ..... Cuero Highway
Time on the Air .....6:45 a.m. to 11 p.m.
News Service .....AP
Transcription Service ..... World

Personnel

President .....Morris Roberts
General-Commercial Manager....Jerry Fisher
Chief Engineer.....Robert McCown

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KWTX*

WACO—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Address.....108 1-2 S. 6th St.

Personnel

President ..... Beauford Jester
Station Manager.....Buddy Bostick

*Construction Permit

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WACO

WACO—EST. 1922

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co., Inc.
Address .....Amicable Life Bldg.
Phone Number 2700
Transmitter Location .....Amicable Life Bldg.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....Waco News-Tribune & Times Herald
News Service .....AP
Transcription Service .....Cole
Representative.....Weed & Co.

Personnel

President .....Harlan Fentress
Station Manager.....R. E. Lee Glasgow
Chief Engineer.....L. H. Appleman

Serving the West
KSL
CBS
50,000 WATTS
Salt Lake City, Utah

KRGV

WESLACO—EST. 1926

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Address ..... 201 Border
Phone Number 375-6
Transmitter Location .....201 Border
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP & UP
Transcription Service.....NBC Thesaurus, Standard, Lang-Worth
Representative .....Taylor-Howe-Snowden

Personnel

Executive General Manager....O. L. Taylor
Station Manager ..... A. J. Taylor
Sales-Commercial Manager.....Phil Dixon
Sales Promotion-Merchandising Manager ..... Victor Morava
Program Director-Production Manager .....Dick Watkins
Publicity Director.....Thelma Pearce
Chief Announcer ..... Bernie Barth
Musical Director ..... Dick Watkins
Chief Engineer .....O. L. Hartwig
Record m. c.....Bernie Barth

KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
Owned By.....Wichita Broadcasting Co.
Operated By .....Joe B. Carrigan & Assoc.
Business Address ..... Kemp Hotel
Phone Numbers 4182-3
Studio Address ..... Kemp Hotel
Transmitter Location ....3 1-2 miles northwest of Wichita Falls
Time on the Air.....6 a.m. to 11:05 p.m.
News Service ..... UP
Transcription Service.....Standard Radio; M. M. Cole
Representative.....Paul H. Raymer Co.

Personnel

President.....Joseph B. Carrigan
General-Station-Sales, Commercial Manager ..... Charles E. Clough
Merchandising Manager-Publicity Director ..... Leslie Pierce
Program Director ..... Bea Montgomery
Chief Announcer ..... Bill Lowery
Musical Director ..... Lillie Mae Comiskey
Chief Engineer ..... John Adams

UTAH

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KSUB

CEDAR CITY—EST. 1937

CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Utah Broadcasting Co.
Address.....El Escalante Hotel
Phone Numbers.....398, 294
Transmitter Location.....Cedar City
Time on the Air.....7 a.m. to 10 p.m.
Transcription Service .....World

Personnel

President .....Ivan Sharp
General Manager.....Lennox Murdock
Resident Manager.....Roscoe A. Grover
Record M. C.....Bob Mores
Chief Engineer.....Hurschell Urie

KVNU

LOGAN—EST. 1938

MBS
INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cache Valley Broadcasting Company
Business Address.....1393 N. Main St.
Phone Number 1400
Studio Address.....1393 North Main Street
Transmitter Location.....1393 North Main St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....Keystone, World
Representative...Jos. Hershey McGillvra, Inc.

Personnel

President .....Herschel Bullen
General-Station Manager-Secretary-Treasurer .....Reed Bullen
Sales-Commercial Manager.....Reed Bullen
Sales-Promotion-Merchandising Manager .....Reed Bullen
Program Director.....Don Reber
Production Manager.....Paul Coburn
Chief Announcer.....Lloyd Mecham
Musical Director.....Claude Robbins
Chief Engineer.....Carroll Secrist

KOAL

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Eastern Utah Broadcasting Co.
Business Address ..... Price
Phone Number ..... Price 200
Transmitter Location .....Price
Time on the Air.....7 a.m. to 10:30 p.m.
News Service .....UP
Representative.....Adam J. Young, Jr.

Personnel

General Manager.....Jack Richards

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KOVO

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KOVO Broadcasting Co.
Address .....108 West Center Street
Phone Number 1680
Transmitter Location..17 West and Second So.
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Thesaurus
Representative.....Adam J. Young, Jr.

Personnel

President and Manager.....Clifton A. Tolboe
Sales Manager.....S. G. Carter
Sales Promotion Manager.....Henry Hilton
Program Director.....Dean J. Ludlow
Publicity Director.....June Mower
Chief Announcer.....Joseph C. Lee
Chief Engineer.....Parley P. Rasmussen

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KLO

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broadcasting Corporation
Business Address.....Hotel Ben Lomond
Phone Number 5721
Studio Address.....Hotel Ben Lomand
Transmitter Location .....Kanesville, Utah
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....Adam J. Young, Jr.

Personnel

President .....A. L. Glasmann
General Manager .....A. L. Glasmann
Station Manager.....George B. Morgan
Sales-Commercial Manager...Frank W. Kaull
Sales Promotion-Merchandising Manager.....Frank W. Kaull
Program Director-Production Manager .....Collin Lowder
Publicity Director.....William E. Smiley
Chief Announcer.....Bill Tankersley
Musical Director.....Max Penton
Chief Engineer.....Wayne T. Boothe

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KALL

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN—KEY STATION

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Salt Lake City Broadcasting Co. (Partnership)
Address.....248 S. Main St.
Phone Number 4-1843
Transmitter Location.....386 W. Gregson St.
Time on the Air.....Unlimited
News Service .....UP
Transcription Service.....Associated, Cole, MacGregor, BMI
Representative.....Adam J. Young

Personnel

General Manager.....George C. Hatch
Station Manager.....Alvin G. Pack
Commercial Manager....Thomas H. Anderson
Sales Promotion.....Robert Warner
Program Director.....Kenyon R. Bennett
Production Manager.....Al Collins
Publicity Director.....Jack Goodman
Engineering Director.....W. D'Orr Cozzens
Chief Engineer.....Stanley Benson

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KNAK

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
Owner: Granite District Radio Broadcasting Co.
Operated By.....Howard D. Johnson
Business Address.....219 Continental Bank Bldg.
Phone Numbers.....5-8113 and 5-7988
Transmitter Location.....1016 So. 6th West
Time on the Air.....7 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station Manager.....Howard D. Johnson
Sales-Commercial Manager.....Hale Byron

Sales Promotion-Merchandising Manager.....Howard M. Buchman
Program Director.....R. K. Christensen
Production Manager.....Larry Sutton
Publicity Director.....Howard M. Buchman
Chief Announcer.....Lee Walker
Musical Director.....Donald Penman
Record M. C.....Arlond Taylor
Chief Engineer.....James B. Littlejohn

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KDYL

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By .....Intermountain Broadcasting Corporation
Operated By.....S. S. Fox
Address .....Tribune-Telegram Bldg.
Phone Number 5-2991
Transmitter Location...11th West & 33rd South
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS; UP
Transcription Service ....World Broadcasting System; NBC Thesaurus
Representative .....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
Commercial Manager.....George A. Provol
Publicity Director.....Frank Baker
Program Director.....Emerson S. Smith
Production Manager.....Kay W. Richins
Technical Director.....J. M. Baldwin

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KSL

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
Owned-Operated By.....Radio Service Corporation of Utah
Address.....10 So. Main T
Phone Number .....(Dial) 5-4641
Transmitter Location .....Saltair, Utah
Time on the Air.....6 a.m. to 1 a.m.
Transcription Service .....Standard Radio; Lang-Worth; Associated
Newspaper Affiliation.....Salt Lake Tribune
News Service.....AP, UP
Representative .....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
Vice-Pres. & General Manager....Ivor Sharp
Director of Commercial Operations.....Arch L. Madsen
Sales Manager.....Frank B. McLatchy
Program Director.....Lynn A. McKinlay
Senior Announcer.....James Peterson
Musical Director.....Foster Cope
Chief Engineer.....C. Richard Evans

See Page 602

KUTA

SALT LAKE CITY—EST. 1938

ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.... Utah Broadcasting & Television Co.
Address .....29 South State Street
Phone Number 3-2737
Transmitter Location .....North Salt Lake
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....The Katz Agency

Personnel

President-General Manager..Frank C. Carman
Commercial Manager .....Jack Burnett
Sales Promotion-Merchandising Manager .....Arty Clark
Program Director.....Frank McIntyre
Production Manager.....Ted Harden
Publicity Director.....Bill Sears
Chief Engineer.....C. Wendell Bell

VERMONT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WCAX Broadcasting Corp.
Business Address.....137 Main St.
Studio Address.....137 Main St.
Phone Number.....Burlington 2000
Transmitter Location.....Colchester, Vermont
Time on the Air.....6:20 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Weed & Company

Personnel

President-General Manager....C. P. Hasbrook
Assistant Manager.....John D. Swan
Sales-Commercial Manager.....Joseph Smith
Sales Promotion-Merchandising Manager.....J. D. Swan
Program Director.....Robert Burger
Production Manager-Chief Announcer.....Ray Simms
Publicity Director.....L. F. Killick
Record M. C.....Norman Bailey
Chief Engineer.....James Tierney

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WSYB

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....P. Weiss Music Co.
Address.....80 West Street
Phone Number.....1247
Transmitter Location.....Creek Road
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service..Keystone Broadcasting System
Representatives.....Joseph Hershey McGillvra, Inc.; R. C. Foster

Personnel

President.....Philip Weiss
Business Manager.....J. H. Weiss
Chief Engineer.....Norval K. Ramson

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WWSR

ST. ALBANS——EST. 1941

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....Vermont Radio Corp.
Address.....32 N. Main St.
Phone Number.....1390
Transmitter Location.....Swanton Road
Time on the Air.....7 a.m. to Sunset
News Service.....UP
Transcription Service.....World
Representatives.....Howard H. Wilson Co.

Personnel

President.....Lloyd E. Squier
Station Manager.....Warran Marsden
Chief Engineer.....Theodore Boisvert

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WDEV

WATERBURY—EST. 1936

MUTUAL—YANKEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Lloyd E. Squier & William G. Ricker
Address.....8 Stowe St.
Phone Number.....13
Transmitter Location.....Blush Hill
Time on the Air.....Local sunrise to sunset
News Service.....UP
Transcription Service.....World Broadcasting
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Lloyd E. Squier
Commercial Manager.....Harrison Fowler
Production-Program Director.....Thomas Dodd
Chief Announcer.....James Lackard
Record M. C.....Lawrence Eastman
Chief Engineer.....Harold Grout

VIRGINIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WPIK

ALEXANDRIA—EST. 1945

Frequency: 730 Kc.....Power: 250 Watts
Owned By.....Potomac Broadcasting Corp.
Operated By.....Howard B. Hayes, Carl L. Lindberg
Address.....Hotel George Mason
Phone Number.....Temple 4732
Transmitter Location.....Telegraph Road
Time on the Air.....Sunrise to Sunset
Newspaper Affiliation.....Alexandria Gazette
News Service .....AP
Transcription Service .....World
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station Manager.....Howard B. Hayes
Sales-Commercial Manager..Perry P. Walders
Sales Promotion-Merchandising Manager.....Perry P. Hayes
Program Director-Production Manager.....William W. Jefferay
Publicity Director.....Elizabeth Lingo
Chief Announcer.....Norman West
Musical Director.....William W. Jefferay
Chief Engineer.....Carl L. Lindberg

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WCHV

CHARLOTTESVILLE—EST. 1932

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address .....Fourth & East Market Sts.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....6:45 a.m. to 12:05 a.m.; Sunday, 7:55 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....Standard
Representative.....Cox & Tanz

Personnel

General and Station Manager.....Charles Barham, Jr.
Sales-Commercial Manager....Randolph Bean
Sales Promotion-Merchandising Manager .....Randolph Bean
Program Director-Record M. C..James Hageman
Production Manager-Publicity Director .....Randolph Bean
Chief Announcer.....Bob Shay
Musical Director.....Jean Daughtrey
Chief Engineer.....Walter Gray

WKEY

COVINGTON—EST. 1941

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....P.O. Box 629
Studio Address.....213 Main Street
Phone Number 840
Transmitter Location.....Covington
Time on the Air.....7:00 a.m.-11:00 p.m.
News Service .....UP
Transcription Service .....World

Personnel

Owner & Manager.....Earl M. Key
Program Director-Production Manager .....Al Duke
Record M. C.....Bill Ward
Chief Engineer.....James Garber

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WBTM

DANVILLE—EST. 1930

ABC
TRI-CITY STATIONS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Piedmont Broadcasting Corporation
Address .....Hotel Danville Building
Phone Number 2350
Transmitter Location..River Road, Route No. 29
Time on the Air.....6:30 a.m. to midnight
News Service .....AP
Transcription Service.....Lang-Worth, Cole, Standard
Representatives...Tri-City Stations Association

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Sales-Commercial Manager.....Edward G. Gardner
Chief Engineer.....Harry W. Spencer

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WFVA

FREDERICKSBURG—EST. 1939

ABC

Frequency 1290 Kc.....Power: 250 Watts CP 1230
Owned-Operated By....Fredericksburg Broadcasting Corporation
Address .....528 Wolfe St.
Phone Number 1261
Transmitter Location....King's Highway, Rt. 3
Time on the Air.....7 a.m. to 11 p.m.

Personnel

President-General Manager.....Richard F. Lewis, Jr.
Station & Commercial Manager.....Walter F. Harris, Jr.
Program Director.....Nan Winkler
Chief Engineer.....Walter Harris

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WSVA

HARRISONBURG—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Broadcasting Corporation
Address .....Newman Building
Phone Number.....875 or 550
Transmitter Location .....Five miles south of Harrisonburg on U. S. Route 11
Time on the Air ..... 6 a.m. to local sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Weed & Co.

Personnel

President.....Frederick L. Allman
Station Manager.....Robert B. Harrington
Commercial-Sales Promotion Manager .....Robert B. Harrington
Program Director .....Richard H. Johnson
Chief Engineer.....Warren L. Braun

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WLVA

LYNCHBURG—EST. 1930

ABC
TRI CITY STATIONS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Lynchburg Broadcasting Corp. ....
Address .....Allied Arts Bldg.
Phone Number 3030
Transmitter Location.....Forest St.
Time on the Air.....7 a.m. to midnight
News Service .....AP
Transcription Service....Lang-Worth; Standard Radio
Representative.....Tri-City Stations Assn.

Personnel

President .....Edw. A. Allen
Secretary & Treasurer.....Philip P. Allen
Commercial Manager.....J. P. Read, Jr.
Chief Engineer.....John Orth

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WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Martinsville Broadcasting Co., Inc.
Address .....Figsboro Road
Phone Number 2152
Transmitter Location.....Figsboro Road
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service.....M. M. Cole

Personnel

President .....William C. Barnes
General and Station Manager.....John W. Schultz
Commercial Manager.....C. Robert Ray
Promotion Manager.....Charles F. Adams
Chief Engineer.....Dewey W. Muse

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WGH

NEWPORT NEWS—EST. 1928

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Hampton Roads Broadcasting Corporation
Business Address .....Portlock Bldg., Norfolk, Va.
Phone Number 27031
Studio Addresses: Portlock Bldg., Norfolk; Warwick Hotel, Newport News, Va.; Daily Press Bldg., Newport News, Va.
Transmitter Location ...End Jefferson Avenue, Newport News, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7:15 a.m. to 1 a.m.
Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald
News Service ..... AP
Transcription Service .....Standard Radio; Lang-Worth
Representative .....Burn-Smith Company

Personnel

President.....Raymond B. Bottom
V.P.-General Manager.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Program-Production Manager....Jack A. Black
Chief Engineer.....William P. Grether

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WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Operated By.....WTAR Radio Corp.
Owned By.....Norfolk Newspapers, Inc.
Address ...National Bank of Commerce Bldg.
Phone Number..... 25671
Transmitter Location .....Glen Rock
Time on the Air.....6 a.m. to 1 a.m. daily; 8 a.m. to 1 a.m. Sunday
Newspaper Affiliation .....Norfolk Newspapers, Inc.
News Service.....AP; UP

Transcription Service.....Standard Radio
Representative .....Edward Petry & Co.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program Director....Henry Cowles Whitehead
Production Manager.....Clyde Moser
Publicity Director.....Charlton Whitehead
Chief Announcer.....Blair Eubanks
Musical Director.....Henry Cowles Whitehead
Chief Engineer.....Julius L. Grether

WNVA*

NORTON

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Blanfox Radio Co., Inc.
Address .....South Main St., Harlan, Ky.
* Construction Permit

WSSV

PETERSBURG—EST. 1945

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Southside Virginia Broadcasting Corp.
Address.....112 W. Tabb Street
Phone Number 3881
Transmitter Location.....Lieutenant Run, Petersburg
Time on the Air.....6:30 a.m. to midnight; Sundays, 8 a.m. to midnight
News Service .....AP
Transcription Service.....Standard
Representative .....Burn-Smith

Personnel

President-General Mgr.....Louis H. Peterson
Station-Sales-Commercial Manager .....Cy Newman
Merchandising Mgr...Mrs. Nellie W. Andrews
Program Director.....Cy Newman
Production Manager.....Russ Johnson
Publicity Director.....Mrs. Betty Hall
Chief Announcer.....H. B. Kenny
Musical Director-Record M. C.....Jack Guller
Chief Engineer.....Edward Schwarz

WSAP

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Portsmouth Radio Corp.
Address .....Professional Bldg.
Phone Number 6383
Transmitter Location.....1318 Spratley St.
Time on the Air.....18 hours, Mon.-Sat.; Sun., 16 hours
News Service .....UP
Transcription Service .....World
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....Tom E. Gillman
Station-General Manager.....T. W. Aydlett
Sales Mgr.....Jack Norfleet
Publicity-Promotion.....Walter A. Williams
Production-Program Director...Ernest Tannen
Chief Engineer.....Frederic Clair

WPUV*

PULASKI

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Southwest Broadcasting Co.
Address .....Washington Ave.

Personnel

Chief Executive .....Howard R. Imboden
* Construction Permit

WBBL*

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address .....1627 Monument Avenue
Phone Number..... 57941
Transmitter Location ...1627 Monument Ave.
Time on the Air: Special hours on Sundays only
*(Non-Commercial Station)

WLEE

RICHMOND—EST. 1945

MUTUAL—ASSOCIATED

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated .....Thomas Tinsley
Address.....Broad-Grace Arcade
Phone Number 3-6741
Transmitter Location.....Colorado Ave. and Sumter Street
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....MacGregor
Representative .....Headley-Reed

Personnel

Director .....Thomas Tinsley
General Manager.....Irving G. Abeloff
Program Director.....James Fair
Musical Director.....Eleanor Morris
Chief Engineer.....George McGuigan
Record M. C.'s.....James Fair, Bob Roth

WMBG

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts

Owned-Operated By.....Havens & Martin, Inc.
Address .....3301 West Broad Street
Phone Number 5-8611
Transmitter Location.....Staples Mill Road
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....Transradio
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative .....John Blair & Company

Personnel

President-General Mgr.....Wilbur M. Havens
Commercial Manager ....Ralph Wallerstein
Sales Promotion-Merchandising Manager .....Ralph Wallerstein
Program Director.....Gwendolyn Dalton
Production Manager.....Kenneth G. Heine
Publicity Director.....Carlyne Whitaker
Chief Engineer.....Wilfred H. Wood

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WRNL

RICHMOND—EST. 1927

ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned By.....Richmond Newspapers, Inc.
Operated By.....Richmond Radio Corp.
Address .....323 E. Grace St.
Phone Number 33436
Transmitter Location .....Wilkinson Road
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Edward Petry & Co.

Personnel

President.....D. Tennant Bryan
General and Station Manager.....E. S. Whitlock
Assistant Manager.....G. Mallory Freeman
Sales-Commercial Manager.....E. S. Whitlock
Program Director....Lt. Comdr. Richard A. Velz (USN)
Publicity Director.....Polly Daffron Miller
Musical Director-Record M. C..William Stell
Chief Engineer.....Walter R. Seldon

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WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
Owned-Operated By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number 3-6633
Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
Transmitter Location .....Edgeworth, Henrico County, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative .....Paul H. Raymer Co.

Personnel

General Manager.....C. T. Lucy
Business Manager.....Barron Howard
Program Production Mgr....Samuel S. Carey
Chief Engineer.....D. C. Woods

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WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Times-World Corp.
Business Address.....P. O. Box 150
Phone Number 8131
Transmitter Location...Colonial Ave., Colonial Heights
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation .....Roanoke Times; Roanoke World News
News Service .....UP
Transcription Service.....Lang-Worth; WBS
Representative .....Free & Peters, Inc.

W. R. Ennell

SAYS . . .

PERFORMANCE COUNTS

Some people pick horses by name, some by superstition, but those "in the know" bet on performance. Performance is the most important factor in radio advertising, too.

WRNL has held the majority of daytime listeners for many years in the Richmond area. You can count on WRNL for top performance—and results.

WRNL 5000 WATTS
AFFILIATED WITH
A B C
(American Broadcasting Co.)

Personnel

President.....J. P. Fishburn
General Manager.....Ray P. Jordan
Commercial Manager.....Frank D. Kesler

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WSLS

ROANOKE—EST. 1940

ABC
TRI-CITY STATIONS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.... Roanoke Broadcasting Corp.
Address .....Shenandoah Life Building
Phone Number 9227
Transmitter Location ..Shenandoah Life Bldg.
Time on the Air.....6 a.m. to 12:06 a.m.
News Service .....AP
Transcription Service .....NBC Thesaurus; Langworth, BMI
Representative .....Tri-City Stations

Personnel

President .....Paul C. Buford
General Manager.....Philip Allen
Station Manager.....James H. Moore
Commercial-Sales Promotion Manager .....Horace Fitzpatrick
Chief Engineer.....Philip Briggs

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WTON

STAUNTON—EST. 1945

AMERCAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Address .....Morrison Bldg.
Phone Number 2373
Transmitter Location.....Near Waynesboro Highway
Time on the Air.....6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service .....World

Personnel

Owner-General Manager..Charles P. Blackley
Commercial-Promotion Manager.....Charles E. Seebeck
Program Director.....Fulton King
Chief Engineer .....Rex Houser

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WLPM

SUFFOLK—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Suffolk Broadcasting
Address .....105 Bank Street
Phone Number 1420
Transmitter Location .....Route No. 460
Time on the Air.....7 a.m. to 11:30 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Sears & Ayer

Personnel

President-Station Manager.....Fred L. Hart
Commercial & Program Manager..Allen Jones
Chief Engineer.....Fred Wagner

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WINC

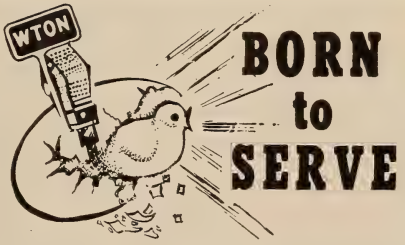
WINCHESTER—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Field Lewis, Jr.
Address .....WINC Bldg.
Phone Number .....Winchester 4855
Transmitter Location .....WINC Bldg.
Time on the Air.....7 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 11 p.m.

Personnel

Owner-General Manager..Richard Field Lewis
Commercial Mgr. Program Dir...Grant Pollock
Sales Promotion Mds'e. Mgr.....Grant Pollock
Production and Traffic....John Carl Morgan
Chief Engineer.....Philip B. Whitney



STAUNTON and AUGUSTA COUNTY, VIRGINIA

. . . A Station that will do a sales job for you . . . and here's the reason!

- Population (WTON service area)..100,000
- Bank deposits in excess of....$22,000,000
- Monthly August County payroll exceeds $1,500,000

Network Affiliation—AMER. B'CASTING CO.

WTON

CHARLES E. SEEBECK, Sales Mgr.

STAUNTON VIRGINIA

250 WATTS Full Time 1400 Kc

WASHINGTON

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Business Address.....207½ E. Market St.
Phone Number .....Aberdeen 4098
Studio Address.....207½ E. Market St.
Transmitter Location.....1308 Coolidge Rd.
Time on the Air.....Unlimited time
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Harry R. Spence
General Manager .....Fred G. Goddard
Commercial Manager.....B. G. Ruby
Program Direc.-Prod. Mgr.....A. W. Lindsay
Publicity Director ..... Stan Spiegle
Chief Announcer.....A. W. Lindsay
Musical Director . G. L. Bailey
Chief Engineer ..... Glen Barnett

KVOS

BELLINGHAM—EST. 1929

EVERGREEN NETWORK

Frequency: 790 Kc.....Power: 250 Watts
Owned-Operated By.....KVOS, Inc.
Address .....1321 Commercial St.
Phone Number..... 4200
Transmitter Location.....Roeder & E St.
Time on the Air.....6 a.m. to 11 p.m.; Sunday 9 a.m. to 11 p.m.
News Service .....UP
Transcription Service...Standard & MacGregor
Representative .....John Keiting

Personnel

President, Gen. Mgr.....Rogan Jones
Station Manager .....Frank Adams
Sales-Commercial Manager...Fred Elsethagen
Sales Promotion-Mer. Mgr.....Fred Elsethagen
Program Direc.-Prod. Mgr.....Jerome Oppel
Publicity Director.....Frank Adams
Musical Director.....James Oppel
Chief Engineer.....Mel Featherkile

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting Corporation
Address.....P. O. Box 827, Chehalis; P. O. Box 720, Centralia
Phone Numbers ....Centralia 721; Chehalis 721
Transmitter Location: (Midway between Centralio and Chehalis), Hiway 99
Time on the Air.....7 a.m. to 11 p.m.
News Service..... UP

Personnel

Owners...J. Elroy McCaw, Mrs. Cecil L. Gwinn
General-Station Manager.....Joe Chytil
Commercial Manager.....Robert S. Brister
Program Director.....Elsie Gaylord
Publicity Director.....Schuyler Hill
Chief Announcer.....Ellwood Lippencott
Chief Engineer.....Melvin York

KCOW*

ELLENSBURG

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ....Central Washington Broadcasters, Inc.
Address ....Washington National Bank Bldg.
* Construction Permit

(Call Letters to Be Assigned)
ELLENSBURG*

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Kittitas Valley Broadcasting Station
Address ..... Route 2

Personnel

Owners.....Gilbert H. Kaynor, Howard H. Kaynor
* Construction Permit

KRKO

EVERETT—EST. 1920

MUTUAL—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Everett Broadcasting Co., Inc.
Address ..... Everett
Phone Numbers.....Main 526-867
Transmitter Location..... Everett
Time on the Air.....6 a.m. to Midnight
News Service .....UP
Transcription Service.....World, SESAC, Cole

Personnel

President-Gen. Mgr.....Wm. R. Tait
Sales-Commercial Manager.....D. A. Baker
Sales Promotion-Mer. Mgr.....D. A. Baker
Pro.-Pub. Director-Pro. Mgr...Marlyn E. Smythe
Musical Director.....Merlin Matheny
Chief Engineer.....Earl Gerdon

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Corp.
Address ..... 14th & Hudson
Phone Number .....Longview 1500
Transmitter Location .....Ocean Beach Highway
Time on the Air.....7 a.m. to 12 midnight
Transcription Service ..... World
Newspaper Affiliation...Longview Daily News
News Service .....UP
Representative.....Howard Wilson Co.

Personnel

Pres.-Gen. & Station Mgr. ....C. A. Chatterton
Sales-Commercial Mgr. ..... Jack Richards
Sales Promotion-Mer. Mgr.....F. H. Chatterton
Program Director.....Harold Wagner
Chief Engineer.....Rollie Mietzke

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KGY

OLYMPIA—EST. 1922

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tom Olsen
Address.....Rockway, Leland Bldg.
Phone Number 6636
Transmitter Location...Rockway, Leland Bldg.
Time on the Air.....6 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....World
Representative ..... John Keating

Personnel

Owner, General & Station Manager Tom Olsen
Sales Manager.....Elmer J. Holmberg
Commercial Manager.....J. Harris Dorr
Program Director ..... Eve Knutson
Record m.c. .....Dyer Downing
Chief Engineer ..... Charles A. Roark

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KPKW

PASCO—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Western Radio Corp.
Business Address.....P. O. Box 233
Phone Number 890
Transmitter Location.....Chase & A St.
Time on the Air.....15 Hours Daily
News Service ..... UP
Transcription Service ..... Standard
Representative ..... John Keating

Personnel

President ..... V. B. Kenworthy
Station Manager ..... Frank Krshna
Chief Engineer .....Walter Mott
Record m.c. ..... Rodney Sams

KONP

PORT ANGELES—EST. 1945

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Evening News Press, Inc.
Address ..... 313 W. First St.
Phone Number 1700
Transmitter Location.....313 W. First St.
Time on the Air....6:30 a.m. to 10:30 p.m.; Sun., 9 a.m. to 10 p.m.
Newspaper Affiliation:
Port Angeles Evening News, Inc.
News Service ..... UP
Transcription Service ..... Standard
Representative ... John Keating, Sears & Ayer

Personnel

Chief Executive.....C. N. Webster
Station Manager.....Ben Harkins
Chief Engineer ..... Lloyd C. Sundstrom

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KWSC*

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....State College of Washington
Address ..... Pullman
Phone Number 9021
Time on the Air.....Divides time
News Service..... UP
Transcription Service ..... Thesaurus

Personnel

President Washington State College
Dr. Wilson Compton
General and Station Manager....Glenn Jones
Program Director ..... Eldon C. Barr
Production Manager ..... John L. Blake

*(Non-Commercial Station)

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KEVR

SEATTLE—EST. 1925

EVERGREEN NETWORK

Frequency: 1090 Kc.....Power: 250 Watts
Owned-Operated By .....Evergreen Broadcasting Corporation
Address .....2102 Smith Tower
Phone Number.....Seneca 2056
Time on the Air.....6 a.m. to Midnight
News Service .....UP
Transcription Service.....Standard Radio; Lang-Worth, SESAC
Representative.....Wm. G. Rambeau Co.

Personnel

President.....A. W. Talbot
Gen.-Station-Sales-Com. Mgr.....Bartley Sims
Sales Promotion-Mer. Mgr.....Kirby Torrance
Program Direc.-Chief Announcer.Harry Jordan

Publicity Director ..... Kirby Torrance
Record m.c. ..... Don Porter
Chief Engineer ..... John Kelley

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KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc. ..... Power: 50000 Watts
Owned-Operated By .... Queen City Broadcasting Co.
Address ..... Cobb Building
Phone Number ..... SEneca 1500
Transmitter Location ..... Vashon-Maury Island, Wash.
Time on the Air ..... 6 a.m. to 1 a.m.
News Service ..... AP-INS
Transcription Service ... Association Music Publishers, Standard Radio
Representative ..... Free & Peters

Personnel

Chief Owner ..... Saul Haas
President ..... Louis K. Lear
Station Manager ..... Loren B. Stone
National Sales Manager ..... W. F. Tucker
Local Sales Manager ..... J. F. Hiddleston
Sales Promotion-Merchandising Manager ..... Philip Reilley
Program Director-Production Manager ..... Kenneth Yeend
Publicity Director ..... W. F. Tucker
Chief Announcer ..... William Corcoran
Musical Director ..... Max Dolin
Chief Engineer ..... Homer Ray, Jr.

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KJR

SEATTLE—EST. 1921

ABC

Frequency: 950 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Bert K. Fisher
Address ..... Skinner Bldg.
Phone Number ..... Elliott 5890
Transmitter Location .... 2600 26th Ave., S. W.
Time on the Air .. 6 a.m. to 12 midnight; Sunday 7 a.m. to midnight
News Service ..... UP
Transcription Service ..... NBC Thesaurus
Representative ..... Paul H. Raymer Co.

Personnel

Owner, General & Station Manager ..... Birt F. Fisher
Sales-Commercial Manager .. Arthur Gerbel, Jr.
Program Director ..... Homer Pope
Chief Engineer ..... F. J. Brott

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KOL

SEATTLE—EST. 1928

MUTUAL—DON LEE

Frequency: 1300 Kc. ..... Power: 5000 Watts
Owned-Operated By: Seattle Broadcasting Co.
Address ..... Northern Life Tower
Phone Number ..... Main 2312
Transmitter Location ..... 1110 W. Florida St.
Time on the Air ..... Unlimited license
News Service ..... UP
Transcription Service ..... SESAC; Standard Radio World
Representative ..... John Blair & Company

Personnel

President ..... Archie Taft, Sr.
Station Manager ..... Oliver A. Runchey
Commercial Manager ..... Archie Taft, Jr.
Program & Production Director ... Jerry Morris
Chief Engineer ..... Perry C. Lind

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KOMO

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Fisher's Blend Station, Inc.
Address ..... Skinner Bldg.
Phone Number ..... Main 1401
Transmitter Location .... 2600 26th Ave., S.W.
Time on the Air .. 6 a.m. to 12 midnight; Sunday through Saturday
News Service ..... AP
Transcription Service ..... NBC Thesaurus, Lang-Worth
Representative ..... Edward Petry & Co.

Personnel

President ..... O. W. Fisher
Station Manager ..... O. W. Fisher
Commercial Manager ..... Ray Baker
Program Director-Production Manager W. W. Warren
Chief Engineer ..... F. J. Brott

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KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Radio Sales Corporation
Address ..... 2939 Fourth Avenue South
Phone Number ..... Elliot 2480
Transmitter Location ... 2939 Fourth Ave. South
Time on the Air ..... 6 a.m. to 4 a.m.
News Service ..... AP
Transcription Service ..... Associated Music Publishers; Lang-Worth; World; M. M. Cole

Personnel

President ..... P. K. Leberman
General & Station Manager .... Robt. E. Priebe
Commercial Manager ..... R. C. Fuller
Program & Musical Director ..... Ted Bell
Chief Announcer ..... Don McCune
Chief Engineer ..... George A. Freeman

KTW*

SEATTLE—EST. 1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By....The First Presbyterian Church of Seattle
Address .....7th & Spring Sts.
Phone Numbers.....Main 2056, Seneca 0578
Transmitter Location.....Seattle
Time on the Air.....Shares time

Personnel

President.....Rev. Dr. F. Paul McConkey
General Manager.....James S. Ross
Station Manager.....Don Bevilacqua
Program Director.....Mrs. C. R. Foss
Chief Announcer.....Don Bevilacqua
Musical Director.....Mrs. C. R. Foss
Chief Engineer.....James S. Ross

*(Non-Commercial Station)

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KXA

SEATTLE—EST. 1928

Frequency: 770 Kc. .....Power: 1000 Watts
Owned-Operated By .....American Radio Telephone Co.
Address .....Bigelow Bldg.
Phone Number ..... Seneca 1000
Transmitter Location ....Second Avenue and Union Street
Time on the Air.....8 a.m. to local sunset
News Service .....UP
Representative .....Homer Griffith

Personnel

President.....R. F. Meggee
General & Station Manager..Florence Wallace
Sales-Commercial Manager..Rodney McArdle
Sales Promotion-Merchandising Manager .....Andrew Krause
Program Director.....Helen Marie Brennan
Production Manager.....Margaret Dieringer
Publicity Director.....Helen Marie Brennan
Chief Announcer-Chief Engineer .....John Dubuque
Musical Director.....Frances Martin
Record M. C.....Earl Reilly, Jr.

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KFIO

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Spokane Broadcasting Corporation
Business Address.....526 Riverside Ave.
Phone Number .....Riverside 8033
Transmitter Location.....526 Riverside Ave.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative.....Joseph Hershey McGillvra

Personnel

General-Sales-Commercial Manager.....R. G. McBroom
Sales Promotion-Merchandising Manager.....R. G. McBroom
Program Director.....Alex La Com
Chief Engineer.....C. Lowell Brown

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KFPY

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
PACIFIC NORTHWEST BROADCASTERS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Symons Broadcasting Company
Address .....Symons Building
Phone Number .....Main 1218
Transmitter Location .....Route No. 3
Time on the Air.....6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service ..... UP
Transcription Service: Lang-Worth; Standard Radio; C. P. MacGregor; World
Representative.....The Walker Co., Tracy Moore

Personnel

President-General & Station Manager.....E. B. Craney
Sales Promotion-Merchandising Manager.....R. S. Westing
Program Director.....R. W. Brazeal
Production Manager.....B. E. Woolston
Chief Engineer.....G. E. Langford

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KGA

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc.....Power: 10000 Watts
Owned-Operated By .....Louis Wasmer
Address .....Radio Central Building
Phone Number ..... Main 5383
Transmitter Location.....4102 S. Regal
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
Transcription Service .....World
Representative.....Edw. Petry & Co., Inc.
News Service .....AP

Personnel

Owner .....Louis Wasmer
General & Station Manager....Harvey Wixson
Sales-Commercial Manager....Harvey Wixson
Sales Promotion-Merchandising Manager .....Harvey Wixson
Program Director.....Lucile M. Eddy
Publicity Director.....Edward D. Raddatz
Musical Director.....Anthony A. Pinski, Jr.
Chief Engineer.....Al G. Sparling

KHQ

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Louis Wasmer, Inc.
Address .....Radio Central Building
Phone Number .....Main 5383
Transmitter Location .....4102 South Regal
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
News Service .....AP
Transcription Service .....World
Representative .....Edward Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer, Inc.
General Manager .....Harvey Wixson
Same as KGA

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KMO

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Carl E. Haymond
Business Address.....914½ Broadway
Phone Number.....Main 4144
Transmitter Location.....Fife, Wash.
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard
Representatives.....Joseph H. McGilvra, Inc.

Personnel

President.....Carl E. Haymond
General Manager.....James A. Murphy
Station Manager.....Jerry Geehan
Sales-Commercial Manager.....Seymour O. Spring
Program-Publicity Director-Production Manager.....Verne E. Sawyer
Chief Announcer.....Arnold Benum
Musical Director.....Clementine Wacula
Chief Engineer.....Joe D. Kolesar

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KTBI

TACOMA—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tacoma Broadcasters, Inc.
Address .....212 Puget Sound Bank Bldg.
Phone Number .....BRoadway 2241
Transmitter Location .....Tacoma
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP & UP
Transcription Service .....Associated

Personnel

President .....H. J. Quilliam
General and Station Manager..Burke Ormsby
Sales-Commercial Manager.....King Mitchell
Sales Promotion-Merchandising Manager .....King Mitchell
Program Director-Production Manager .....Burke Ormsby
Publicity Director.....King Mitchell
Musical Director.....Bill Barry
Chief Engineer.....Don McCroskey

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KVI

TACOMA—EST. 1929

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Puget Sound Broadcasting Company, Inc.
Business Address .....502 Rust Building
Phone Number .....Broadway 4211
Studio Addresses.....502 Rust Building
Transmitter Location ..Vashon Island, Wash.
Time on the Air.....5:30 a.m. to midnight; Sundays, 7 a.m. to 11 p.m.
News Service ..... AP
Transcription Service...Associated Music Publishers, Lang-Worth; MacGregor

Personnel

President & Station Manager .....Vernice Irwin
Commercial Manager.....Earl T. Irwin
Program Director .....Larry Huseby
Sales Promotion.....Earl T. Irwin
Musical Director.....Harry Long
Chief Engineer.....Willard T. Tiffany

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KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
Owned-Operated By.....Vancouver Radio Corporation
Business Address.....707½ Main St.
Phone Numbers.....150, Portland, BE-4927
Studio Address .....707½ Main St.
Transmitter Location...2915 Fruit Valley Road
Time on the Air.....6 a.m. to sundown
News Service .....UP
Transcription Service....Lang-Worth, Standard Radio, World, M. M. Cole

Personnel

President .....Sheldon F. Sackett
General & Station Manager.....Fred F. Chitty
Sales-Commercial Mgr.....Frank E. Marrion
Program Director.....Charlene Jackson
Publicity Director.....George W. Conner
Chief Engineer.....Edgar R. Means

KUJ

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....KUJ, Inc.
Business Address: Marcus Whitman Hotel, Second and Rose Streets
Phone Number 1230
Studio Address.....Marcus Whitman Hotel
Transmitter Location: U. S. Highway No. 410 and Sudbury Road
Time on the Air.....6:45 a.m. to 11 p.m.; Saturday to midnight
News Service .....AP
Transcription Service: World Broadcasting System; Lang-Worth
Representatives.....Nat'l—Homer Griffith Co.; John Keating (Washington and Oregon)

Personnel

President and General Manager.....H. E. Studebaker
National-Sales-Promotion Manager.....Donald A. Wike
Local Sales.....Norval Armes
Production .....Howard Rhoades
Chief Engineer.....Milton MacLafferty

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KPQ

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By .....Westcoast Broadcasting Company
Address.....Second & Columbia Sts.
Phone Number 45
Transmitter Location.....Chelan County
Time on the Air...6:30 a.m. to 11:15 p.m., daily; 8:30 a.m. to 11 p.m. Sunday
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative
Joseph Hershey McGillvra, Inc.

Personnel

President .....Rogan Jones
General & Station Manager..James W. Wallace
Sales-Commercial Manager.....Mrs. Meryle Thompson
Sales Promotion-Merchandising Manager.....James W. Wallace
Program Director....Mrs. Mildred Dahlhauser
Production Manager.....Virginia Maus
Musical Director.....Virginia Maus
Chief Engineer.....Robert B. Sutton

KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By .....Carl E. Haymond
Address.....414 E. Yakima Ave.
Phone Number 8115
Transmitter Location .....South of Yakima
Time on the Air: 6:00 a.m.-12 Midnight; Sundays, 7 a.m. to 12 midnight
News Service.....UP & AP
Transcription Service....Lang-Worth, Standard, Cole, SECAC
Representative...Jos. Hershey McGillvra, Inc.

Personnel

Owner.....Carl E. Haymond
General Manager.....James A. Murphy
Station Manager.....John K. Clarke
Sales-Commercial Manager.....Harrison A. Miller
Sales Promotion-Merchandising Manager.....William B. Hansen
Program Director.....C. A. Carlson
Publicity Director.....William B. Hansen
Chief Announcer.....Alfred R. Plachta
Musical Director.....Gene Hess
Chief Engineer.....H. B. Murphy

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KTYW

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By.....Cascade Broadcasting Company, Inc.
Business Address.....Terrace Heights Rd.
Phone Number 6104
Studio Address.....Terrace Heights Road
Transmitter Location.....E. Terrace Heights
Time on the Air.....6 a.m. to 12 midnight
News Service ..... AP
Transcription Service.....Lang-Worth, SESAC
Representatives.....Wilson Co., W. S. Grant, John Keating

Personnel

President-Owner .....A. W. Talbot
General Manager.....Bartley Sims
Station-Commercial Manager.....Art Moore
Sales Promotion Manager.....Doris Zietzke
Production Manager.....C. W. Lemming
Publicity Director.....Fulton Travis
Chief Engineer.....Walter Howe
Record M. C.....Del Olney

WEST VIRGINIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 Kc.....Power: 250 Watts
Owned-Operated By.....Joe L. Smith, Jr.
Address.....101½ Main St.
Transmitter Location .....Teel Road
Phone Number 7311
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
News Service ..... UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Burn-Smith Co., Inc.

Personnel

Owner, General Manager...Joe L. Smith, Jr.
Station Manager.....Virginia N. Cooper
Sales-Commercial Manager...Robert L. Burns
Production Manager .....Jerome P. McDevitt
Musical Director.....Fred J. Schultze
Chief Engineer.....A. J. Ginkel

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WHIS

BLUEFIELD—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Daily Telegraph Printing Co.
Address.....623 Commerce St.
Phone Number 7114
Transmitter Location.....Harry Heights
Time on the Air.....5 a.m. to 12 midnight, Monday through Saturday; 8 a.m. to midnight Sunday
Newspaper Affiliation....Bluefield Daily Telegraph; Sunset News
News Service .....AP
Transcription Service: World Broadcasting System
Representative .....The Katz Agency

Personnel

President.....H. I. Shott
General Manager.....Hugh L. Schott, Jr.
Station-Sales-Commercial Manager.....P. T. Flanagan
Sales Promotion-Merchandising Manager.....C. H. Murphey
Program Director-Production Manager .....Barnes Nash
Chief Engineer.....P. T. Flanagan
Record M. C.....Tracy Cole

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..... Charleston Broadcasting Co.
Address .....1016 Leo St.
Phone Numbers.....28-131-2-3-4
Transmitter Location.....Kanawha Country Club Road
Time on the Air.....5:30 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Service .....World
Representative .....The Branham Co.

Personnel

President.....John A. Kennedy
General-Station-Sales-Commercial Manager.....Howard L. Chernoff
Sales Promotion-Merchandising Manager .....John Sinclair
Program Director-Production Manager .....Berton Sonis
Publicity Director.....John Sinclair
Musical Director.....Leah Perry Sloman
Chief Engineer.....Odes Robinson

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WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Kanawha Valley Broadcasting Company
Address.....208½ Dickinson St.
Phone Number 37-541
Transmitter Location ....Coal Branch Heights
Time on the Air.....6 a.m. to 1 a.m.; Sunday, 7:45 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President.....R. M. Venable
General-Station Manager.....John Phillips
Commercial Manager.....Bob Wasdon
Program Director.....C. P. Vogel, Jr.
Promotion-Publicity Director.....Don Dean
Chief Engineer.....Gus Zaharis

WBLK

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charleston Broadcasting Co.
Address .....444½ West Pike Street
Phone Number 3040
Transmitter Location ....Glen Elk, Clarksburg
Time on the Air.....7 a.m.-1a.m.
News Service .....AP
Transcription Service .....WBS
Representative .....The Branham Company

Personnel

President.....Capt. John A. Kennedy
Station Manager.....G. C. Blackwell
General Manager.....Howard L. Chernoff
Program Director.....Kathleen Wade
Sales and Promotion Mgr., Director.....G. C. Blackwell
Chief Engineer.....Jos. A. Wright

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WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Monongahela Valley Broadcasting Co.
Address ..... 208 Adams St.
Phone Number 3100
Transmitter Location ..... Monongah
Time on the Air.....5 a.m. to 12:05 a.m.; Sunday, 7 a.m. to 12:05 a.m.
News Service .....AP
Transcription Services.....Standard Radio, M. M. Cole
Representative .....John Blair & Co.

Personnel

President.....George B. Storer
Managing Director-Commercial Manager.....Stanton P. Kettler
Sales Promotion-Merchandising Manager.....John F. Watkins
Publicity Director.....Jane C. Hileman
Chief Engineer.....Robert D. Hough

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WSAZ

HUNTINGTON—EST. 1927

ABC
WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....WSAZ, Inc.
Address .....929½ Fourth Ave.
Phone Number 4106
Transmitter Location .....28th St., West
Time on the Air.....6:30 a.m. to 1 a.m.
Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser
News Service ..... AP
Transcription Service.....Standard Radio; Lang-Worth; SESAC
Representative.....The Branham Co.

Personnel

President.....John A. Kennedy
Station Manager.....Marshall L. Rosene
Sales-Commercial Mgr.....Marshall L. Rosene
Sales Promotion-Merchandising Manager .....Marcia Young
Program-Mgr. Production.....Dick Lane
Publicity Director.....Marcia Young
Chief Engineer.....LeRoy Kilpatrick

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WLOG

LOGAN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever—Partners ....
Business Address.....P. O. Box 720
Studio Address.....Kanada & Chestnut Sts.
Phone Number....Office, 540; Studio, 761 & 762
Transmitter Location ....Kanada and Chestnut Streets
Time on the Air.....Unlimited
Newspaper Affiliation.....Logan Banner
News Service ..... UP

*Personnel**

* Does not list personnel.

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WAJR

MORGANTOWN—EST. 1940

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....West Virginia Radio Corporation
Business Address.....440-446 Spruce Street
Phone Numbers 9448-9
Transmitter Location.....South Park Hill
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation.....Morgantown News-Dominion, Morgantown Post
News Service .....AP
Transcription Service ....World Broadcasting System

Personnel

President .....H. C. Greer
General Manager.....Norman Knight
Commercial Manager .....Norman Knight
Sales Promotion-Merchandising Manager .....Francis Berry
Program Director.....Numa Fabre, Jr.
Production Manager.....Elizabeth Sharpe
Publicity Director.....Francis Berry
Chief Announcer.....Jack Fleming
Musical Director.....Richard Duncan
Chief Engineer.....Raymond C. Spence

WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Ohio Valley Broadcasting Corporation
Address.....7th and Market Sts.
Phone Number 2530
Transmitter Location.....Route No. 2
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative .....Branham Company

Personnel

President.....John A. Kennedy
Station Manager.....George H. Clinton
Sales-Commercial Manager..George H. Clinton
Sales Promotion-Merchandising Manager.....A. N. Archer
Program Director.....Carl Loose
Production Manager.....Paula Carr
Chief Announcer.....Sherman Grimm
Musical Director.....Carl Loose
Chief Engineer.....Cecil Knowles
Record M. C.....Charles Burroughs

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WBRW

WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Company
Business Address.....10 Riverside Drive
Phone Number 818
Studio Address.....10 Riverside Drive
Transmitter Location .....Dor Building
Time on the Air.....7 a.m. to 8:10 p.m.
News Service .....AP
Transcription Service.....World, Cole
Representative.....Forjoe & Co.

Personnel

President.....Joe G. Hunt
Station Manager.....Harold B. Shaw
Commercial Manager.....Harold B. Shaw
Program-Commercial Director....John Sinclair
Chief Announcer.....John Villani
Chief Engineer.....Howard King

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WKWK

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Community Broadcasting, Inc.
Address.....16th & Market Sts.
Phone Number .....Wheeling 5320
Transmitter Location.....16th & Market Sts.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Weed & Co.

Personnel

President.....Joe L. Smith, Jr.
General-Station Manager....John B. Reynolds
Sales Manager.....John T. Gelder, Jr.
Musical Director.....Deen Brooks
Chief Engineer ..... Fred Baker

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WWVA

WHEELING—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By .....West Virginia Broadcasting Corp.
Address .....Hawley Building
Phone Number .....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air: .....4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.; Saturday, 4:30 a.m. to 1:30 a.m.
News Service .....AP
Transcription Service.....NBS Thesaurus
Representative .....John Blair & Co.

Personnel

President.....George B. Storer
Sales Manager.....Wm. E. Rine
Sales Promotion Manager-Publicity Director .....Jean Bauman
Production Manager.....Paul J. Miller
Musical Director.....Robert Nesbitt
Chief Engineer.....Edward L. Keim

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WBTH

WILLIAMSON—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broadcasting Corp.
Address.....Mountaineer Hotel Block
Phone Number 1241
Transmitter Location..Mountaineer Hotel Block
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus

Personnel

President.....Mrs. L. C. Tierney
Station-Commercial Manager.....Alice Shein
Production-Publicity .....Robert E. Spiros
Chief Engineer.....Robert W. Bullio

WISCONSIN

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WHBY

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address .....600 S. Lawe St.
Phone Number 1161
Transmitter Location .....Appleton
Time on the Air.....7 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

Chief Executive.....Rev. J. A. Wagner
General and Station Manager.....J. L. Gallagher
Sales-Commercial Manager.....W. C. Porsow
Sales Promotion-Merchandising Manager.....W. C. Porsow
Program Director-Production Manager .....Rodger Mueller
Publicity Director.....W. C. Porsow
Chief Announcer-Record M. C.....Raymond MacIntosh
Chief Engineer.....George Merkl

WATW

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address.....321 2nd Ave., West
Phone Number 1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
News Service.....UP
Transcription Service .....World
Representative.....North Central Broadcasting System, Spot Sales

Personnel

President.....William L. Johnson
General-Station Manager.....J. W. Huss
Commercial Manager.....T. G. Hogan
Musical-Program Director....Mary Jean Anno
Chief Engineer.....Hine Dahlbacka

WEAU

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency: 790 Kc.....Power, 5000 Watts, Day; 1000 Watts, Night
Owned-Operated By.....Central Broadcasting Company
Business Address .....203 South Barstow St.
Phone Number 6149
Transmitter Location....Symour Road (County Road Q)
Time on the Air.....Unlimited
News Service .....UP
Transcription Service.....Langworth & World
Representative.....George P. Hollingbery Co.

Personnel

President-General Manager.....W. C. Bridges
Commercial Manager .....Clyde Riddle
Program-Production Manager.....Jack Kelly
National Sales Manager..H. E. Westmoreland
Chief Engineer.....Thos. Jorgenson

KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Reporter Printing Company
Address .....18-20-22 West First Street
Phone Number 356
Transmitter Location.....18-20-22 W. First St.
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 7:30 a.m.-11 p.m.
Newspaper Affiliation....The Commonwealth Reporter

Personnel

President .....A. H. Lange
Station Manager.....Lucille Fairbanks
Program Director.....Joyce A. Bahr
Chief Announcer.....Elliott Scoville
Chief Engineer.....Wendell S. Meyers

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business Address .....Bellin Bldg.
Phone Numbers.....Adams 1 & 2
Studio Address .....Bellin Building
Transmitter Location .....West De Pere, Wisc.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... AP
Transcription Service.....Thesaurus, SESAC
Representative .....Weed & Co.

Personnel

President.....Rev. James A. Wagner
General Manager.....Haydn R. Evans
Sales-Commercial Manager.....Al Michel
Sales Promotion-Merchandising Manager .....Val Schneider
Program Director.....Clair Stone
Production Manager.....Norman Teska
Publicity Director.....Leone Stinson
Chief Announcer-Record M. C..Allen Franklin
Musical Director.....Clarence Edges
Chief Engineer.....Wallace Stangel

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WCLO

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ....Gazette Printing Co.
Address.....200 E. Milwaukee Ave.
Phone Number 2500
Transmitter Location.....1436 Oakhill Ave.
Time on the Air.....6:15 a.m. to midnight
Newspaper Affiliation.....Janesville Daily Gazette
News Service .....AP
Transcription Service .....World
Representative.....Wm. G. Rambeau Co.

Personnel

Managing Director.....Sidney H. Bliss
Station Manager.....Bob Page
Sales Manager.....Sidney H. Bliss
Musical-Program Director.....Dorothy Alan
Publicity-Sales Promotion.....Robert J. Bodden
Chief Engineer.....Pat Alan
Record M. C.....Ray Crandle
Chief Engineer.....Wayne Clay

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WKBH

LA CROSSE—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....WKBH, Inc.
Business Address.....Radio Building
Phone Number 4-5-0
Transmitter Location .....R. F. D. LaCrosse
Time on the Air: 6 a.m. to 11:30 p.m.; Sunday, 8 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service .....Langworth
Representative ..Howard H. Wilson Company

Personnel

President-General & Station Manager .....Howard Dahl
Sales-Commercial Manager.....Howard Dahl
Program Director.....Bernice Callaway
Production Manager.....Raymond Plamadore
Musical Director.....Russell Huber
Chief Engineer.....Alvin Leeman

WHA*

MADISON—EST. 1917 (as 9XM) 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
Owned By .....State of Wisconsin
Operated By.....University of Wisconsin
Address ..... Radio Hall
Phone Number....Badger 580, Extension 476
Transmitter Location.....Fish Hatchery Road
Time on the Air .....7:30 a.m. to local sunset
News Service .....UP
Transcription Service.....Standard Radio & World

Personnel

Director-General Manager.....H. B. McCarty
Station Manager.....William G. Harley
Promotion Manager.....H. A. Engel
Program Director.....Walter Krulevitch
Production Manager.....Gerald A. Bartell
Chief Announcer.....Roy Vogelman
Musical Director.....Don Voegeli
Chief Engineer.....John H. Stiehl

*(Non-Commercial Station)

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WIBA

MADISON—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....Badger Broadcasting Company
Business Address .....110 East Main Street
Phone Number.....Fairchild 8800
Transmitter Location...Fitchburg, Dane County
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....The Capital Times; Wisconsin State Journal
News Service.....AP & UP
Transcription Service.....Associated Music & Standard
Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
Station Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Merchandising Director.....C. W. Wallis
Publicity Director.....Marvel Ings
Musical Director.....Leon Perssion
Chief Engineer.....Norman Hahn

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WOMT

MANITOWOC—EST. 1926

MUTUAL—WISCONSIN

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By .....Francis M. Kadow
Address .....Radio Building
Phone Numbers.....5015-6015-7015-8015
Transmitter Location.....Radio Bldg.
Time on the Air.....6:55 a.m. to midnight; Sundays, 8 a.m. to midnight

News Service ..... UP
Transcription Service.....NBC, Keystone

Personnel

General Manager.....F. M. Kadow
Station-Sales-Commercial Manager.....Albert B. Gale
Program Director-Production Manager.....George H. Erdman
Chief Announcer.....George H. Erdman
Record M. C.....Frank Pollock
Chief Engineer.....W. F. Duben

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WMAM

MARINETTE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 250 Watts day, 100 night
Owned-Operated By.....M. & M. Broadcasting, Inc.
Address .....Radio Park
Phone Number 570
Transmitter Location.....Radio Park
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service .....Associated Music
Representative .....Howard Wilson

Personnel

President .....W. E. Walker
General-Station Manager....Joseph D. Mackin
Sales Manager.....Howard Emich
Program Director.....Pat Kehoe
Production Manager-Chief Announcer .....Les Sturmer
Sales Promotion.....Dan Colby
Chief Engineer.....Leo Stewart
Record M. C.....Jim Conant

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(Call Letters to Be Assigned)
MARSHFIELD*

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Dairyland's Broadcasting Service, Inc.
Address .....207 S. Central Ave.
* Construction Permit

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WIGM

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Business Address .....Medford, Wisconsin
Phone Number..... 5147
Studio Address ..... Highway 13
Transmitter Location .....Highway 13
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
News Service ..... UP
Representative .....Cox & Tanz

Personnel

Owner .....George F. Meyer
Station Manager.....Mrs. Irma Meyer
Commercial Manager .....Hurbert Juneau
Chief Engineer.....Raymond Bohnert

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WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....The Journal Company (The Milwaukee Journal)
Business Address.....333 West State Street
Phone Number .....Marquette 6000
Studio Address.....720 East Capitol Drive
Transmitter Location.....Brookfield, Wis.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation .....The Milwaukee Journal
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Edward Petry & Co., Inc.

Personnel

Vice President-General Manager..W. J. Damm
Station Manager-In Charge of Sales.....Russell G. Winnie
Asst. Manager.....L. W. Herzog
Program Director & Publicity Director.....Bruce Wallace
Chief Announcer.....Robert J. Heiss
Musical Director.....Maurice Kipen
Studio Engineer.....D. W. Gellerup
Transmitter Engineer.....William Hebal
Production Manager.....Warren Mead
Record M. C.'s.....Gorgon Thomas, Arthur Whitfield

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WEMP

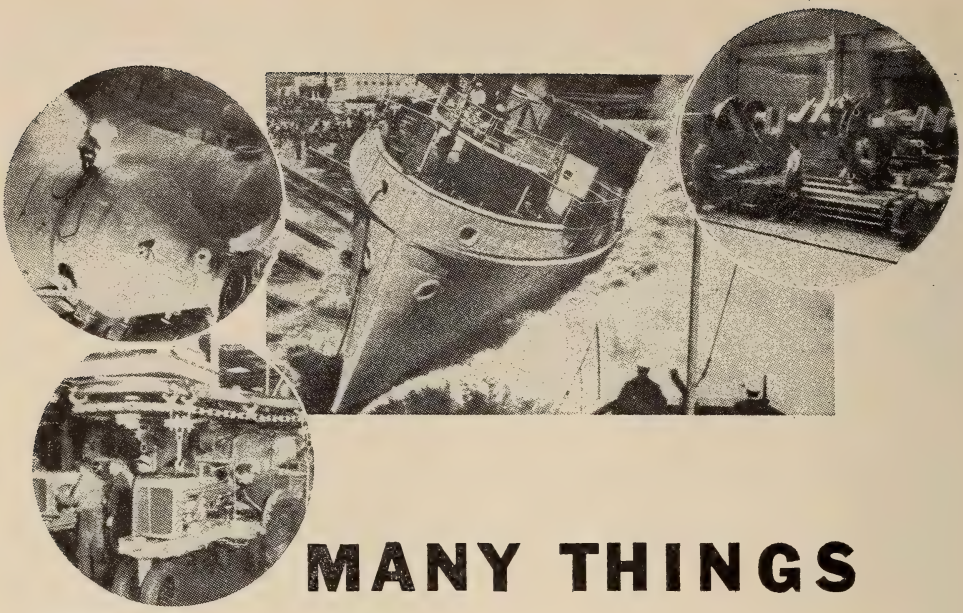
MILWAUKEE—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Milwaukee Broadcasting Co.
Address .....710 N. Plankington Ave.
Phone Numbers.....Marquette 7722-25
Transmitter Location.....710 No. Plankington
Time on the Air.....7 a.m.-Midnight, Sunday; 6 a.m. to midnight, daily
News Service ..... UP
Representative.....Howard H. Wilson Co.

Personnel

General-Station Manager.....C. J. Lanphier
Program Director.....Carl Zimmermann
Commercial Manager.....C. J. Lanphier
Production Manager.....Charles A. La Force
Musical Director.....Elmer Ihrke
Chief Announcer.....Bert Mulroy
Publicity Director.....N. K. Searles



MANY THINGS

Make Milwaukee Famous!

"Because of the wide diversification of products manufactured in Milwaukee, its industrial balance is maintained through abnormal times and seasonal fluctuations."*

The top eight of these industries* producing nearly a billion dollars worth of goods annually are as follows:

Metal products (not machinery)	$106,437,947
Motor vehicles, bodies, parts, accessories	93,125,243
Machinery	86,231,492
Tractors	68,493,028
Food products (general)	67,135,473
Meat packing	54,918,235
Leather and leather products	42,868,324
Malt liquors (beer)	39,754,531

If you have a product or service to sell, you'll want to know how you can best reach this prosperous market. For full information, call or write the Katz Agency, Inc., or WISN, Milwaukee.

**Source: Milwaukee Association of Commerce.*

WISN

Gaston W. Grignon, General Manager
5000 WATTS DAY AND NIGHT
A CBS STATION

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

New York Chicago Detroit Kansas City Atlanta
Dallas San Francisco Los Angeles

WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Business Address .....123 W. Michigan St.
Phone Number.....Daly 6474
Transmitter Location.....4601 South 60th St.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:15 a.m. to 12:05 a.m.
Newspaper Affiliation. The Milwaukee Sentinel
News Service .....UP, INS
Transcription Service .....World Broadcasting System, Standard Radio
Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
Sales Promotion Manager and Publicity.....H. Ellis Saxton
Program Director.....Woods Dreyfus
Musical Director.....E. Krebs
Chief Engineer.....N. J. Richards

WOSH

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated by.....Oshkosh Broadcasting Corp.
Address .....151½ Main Street
Phone Number 4580
Transmitter Location.....Bowen St. Rd.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....World
Representative.....Sears & Ayer

Personnel

President.....Myles H. Johns
General Manager.....Allan Curnutt
Sales Manager.....Wilmer J. LaFond
Sales Promotion-Merchandising Manager.....Robert C. Nelson
Program Director-Production Manager.....Marjorie Hilliard
Publicity Director.....Robert C. Nelson
Record M. C.....Clifford Conohan
Chief Engineer.....Nathan Williams

WIBU

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI-WISCONSIN NETWORKS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. C. Forrest
Business Address .....R. F. D. No. 2
Phone Number .....97 R 5 Poynette
Studio Addresses: Poynette; Portage; Beaver Dam; Madison; Baraboo
Transmitter Location .....R. F. D. No. 2
Time on the Air .....7 a.m. to 11 p.m.
News Service .....UP
Transcription Service..Standard Radio, SESAC
Representative .....Burn-Smith

Personnel

Station Manager .....Wm. C. Forrest
Commercial-Madison Studio Manager .....Ralph O'Conner
Portage Studio Manager .....M. A. Hays
Chief Engineer .....Leonard Doese

WRJN

RACINE—EST. 1926

ABC
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ....Racine Broadcasting Corporation
Address.....American Bank Bldg.
Phone Number.....Jackson 290
Transmitter Location....Mount Pleasant, Wisc.
Time on the Air.....16 hours daily
News Service .....AP
Representative.....Sears & Ayer

Personnel

President.....F. R. Starbuck
General Manager.....Harry R. Le Poidevin
Station Manager.....Harold J. Newcomb
Chief Engineer.....Lee Dechant

WJMC

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM
ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....WJMC, Inc.
Operated By.....W. C. Bridges
Address.....1615 S. Main St.
Phone Number 550
Transmitter Location ...1615 South Main St.
Time on the Air.....6 a.m. to 10:30 p.m.
Representative....George P. Hollingberry Co.
Transcription Service.....World, SESAC

Personnel

President.....W. C. Bridges
General Manager.....W. C. Bridges
Resident Station Manager.....Leonard G. Anderson
National Sales Manager.....H. E. Westmoreland
Sales Promotion-Merchandising Manager.....L. G. Anderson
Program Director-Production Manager.....Leonard G. Anderson
Publicity Director.....Leonard G. Anderson
Chief Announcer.....Harold Fengler
Musical Director.....Mike Shapiro
Chief Engineer.....Robert P. Kolsky
Record M. C.....Dean Lybeck

WHBL

SHEBOYGAN—EST. 1928

ABC
WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address .....626-636 Center Ave.
Phone Number 1900
Studio Address.....Press Building
Transmitter Location .....Highway No. 141
Time on the Air.....7:00 a.m. to 11 p.m.
Newspaper Affiliation .....Sheboygan Press
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Radio Advertising Co.

Personnel

Executive Director.....A. Matt Werner
General Manager.....G. P. Richards
Sales-Commercial Manager.....G. P. Richards
Sales Promotion-Merchandising..Doris Domnie
Chief Engineer.....Herbert J. Mayer

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WLBL*

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Department of Agriculture
Operated by ..Wisconsin Department of Agriculture
Business Address..... Stevens Point
Phone Number 525
Studio Address .....State Teachers College
Transmitter Location ...Auburndale, Wisconsin
Time on the Air.....8 a.m. to 4:15 p.m.
News Service .....UP

Personnel

Director .....Milton Button
Chief Engineer.....Walt Ninneman
*(Non-Commercial Station)

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WDSM

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
AMERICAN BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WDSM, Inc.
Business Address .....Board of Trade Bldg.
Phone Numbers.....4451-4452
Studio Addresses:
Androy Hotel, Superior; Spalding Hotel, Duluth, Minn.
Transmitter Location.... Connor's Point, Superior, Wisc.
Time on the Air.....6:30 a.m. to midnight
Representative ...Wm. G. Rambeau Company

Personnel

President-General Manager..James J. Conroy
Station Manager.....A. C. Robinson
Sales Manager.....Carl Bloomquist
Promotion-Publicity.....John A. Marta
Chief Engineer.....J. Melvin Laskey

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WSAU

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcasting Co., Inc.
Address .....125 Third Street
Phone Number 6521
Transmitter Location .....125 Third Street
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... UP
Transcription Service .....World
Representative.....Howard H. Wilson

Personnel

President.....W. E. Walker
General Manager..... .....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Promotion-Merchandising....LaVerne Peterson
Chief Engineer .....Roland Richardt

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WFHR

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Business Address .....141 West Grand Ave.
Phone Number 1340
Studio Address .....141 West Grand Ave.; Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
Transmitter Location .....1500 Bonow Ave.
Time on the Air .....7 a.m. to 10:30 p.m.
Newspaper Affiliation .....Wisconsin Rapids Daily Tribune
News Service ..... AP
Transcription Service.....NBC Thesaurus
Representatives.....Wisconsin Network

Personnel

Owner.....William F. Huffman
General Manager.....George T. Frechette
Commercial Manager.....Bruce G. Beichl
Sales Promotion-Merchandising Manager.....Bruce G. Beichl
Program-Publicity Director.....George T. Frechette
Acting Chief Engineer.....Bert Zielesch
Record M. C.....Don Marshall

WYOMING

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KDFN

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address .....1st and Lennox Streets
Phone Number 407
Transmitter Location .....1st and Lennox Sts.
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service..Langworth; MacGregor
Representative.....Sear & Ayer, Inc.

Personnel

Owner-Manager.....Donald L. Hathaway
Program Director.....Marcus R. Nichols
Sales-Commercial Managers
D. L. Hathaway, H. W. Brewer

KFBC

CHEYENNE—EST. 1340

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co.
Address .....Plains Hotel
Phone Number 4461
Transmitter Location .....3rd and Evans
Time on the Air.....6:15 a.m. to Midnight
Newspaper Affiliation .....Wyoming Eagle; Wyoming State Tribune
News Service ..... UP
Representative .....W. G. Rambeau Co.

Personnel

President.....Tracy S. McCraken
General Manager .....Wm. C. Grove
Program Director.....Dale Sunderland
Production-Mgr. Chief Engineer.....Bob Shack

KPOW

POWELL—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Albert J. Meyer
Address.....557 N. Clark St.
Phone Number 222,-100
Transmitter Location .....7th & Hamilton Sts.
Time on the Air.....6:30 a.m. to 10 p.m.
News Service.....UP
Transcription Service..M. M. Cole, MacGregor
Representatives ..... Sears & Ayer

Personnel

Owner .....A. J. Meyer
General Station Manager:.....Del Brandt
Commercial Manager.....Bob McManus
Chief Engineer.....Harld Delton Brandt
Record M. C.....Gilbert Dugger

KVRS

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING
KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wyoming Broadcasting Company
Address .....1307 Wyoming Street
Phone Number 93
Time on the Air.....7 a.m.-10:30 p.m.
News Service.....AP
Transcription Service
NBC Thesaurus; McGregor; BMI

Personnel

President .....Mrs. H. L. McCracken
Gen.-Station-Sales-Com. Mgr...H. L. McCracken
Sales Promotion-Mer. Mgr.....Michael Reid
Chief Engineer.....Archie W. Buckanan

KWYO

SHERIDAN—EST. 1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Big Horn Broadcasting Company, Inc.
Business Address .....19 North Main St.
Phone Number 601
Studio Address .....Gillette Building, 19 North Main St.
Transmitter Location ...Northwest of Sheridan
Time on the Air .....7 a.m. to 8 p.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative .....Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President.....R. E. Carroll
General Manager .....Jim Carroll
Commercial-Promotion Mgr.....Jim Carroll
Chief Engineer.....Bob Crossthwaite

KWOR*

WORLAND

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 92
Phone Number 308

Personnel

Owner-General Manager ....Joseph P. Ernst
Chief Engineer .....Joseph P. Ernst

* Construction Permit

It's so Good and True—Again We Advise

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC
1000 W

First in Alaska!

Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding advertising medium. It's a "must" on the list of every forward-looking advertiser

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

TERRITORIES — POSSESSIONS

Alaska

KFQD

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Box 1040, Anchorage
Phone Number .....Main 143
Studio Address .....412 Fourth Avenue
Transmitter Location .....Anchorage
Time on the Air.....6:30 a.m. to midnight
News Service .....AP
Transcription Service.....Lang-Worth; Keystone Broadcasting System; Army Special Service
Representative.....Pan American Broadcasting Co.

Personnel

Owner-Station Manager...William J. Wagner
General Manager, Program Director .....Ken Laughlin
Chief Engineer.....David O. Fields

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KFAR

FAIRBANKS—EST. 1939

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broadcasting Co.
Address .....508 Second Avenue—Lathrop Building
Phone Number .....East 380 Lathrob Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily News Miner
News Service.....AP, UP
Transcription Service.....Standard; World Broadcasting System
National Sales Office.....Free & Peters, Inc.
National Representative....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager.....W. K. Foster
Sales Promotion & Program Director, Alvin O. Bramstedt
Publicity Director.....Royal O'Reilly
Chief Announcer.....W. K. Foster
Musical Director.....Eleanor Hansen
Chief Engineer.....A. G. Hiebert

See Page 630

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KINY

JUNEAU—EST. 1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau; American Building, Seattle, Wash.
Phone Number .....197 (Juneau); Elliott 5488 (Seattle)
Studio Address ..... Decker Bldg.
Transmitter Location .....Alaska Juneau Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10 a.m. to 8:30 p.m.
News Service .....AP
Transcription Service.....C. P. MacGregor; Standard
Representative .....Spot Sales, Northwest

Personnel

Owner .....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Chief Engineer .....Gordon Burnett

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KTKN

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address .....Ketchikan, Alaska; 708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10:30 a.m. to 9 p.m.
News Service .....AP
Transcription Service .....Standard
Representatives .....Spot Sales, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Program Director .....Gordon Chandler
Chief Engineer.....Murray M. Durham

TOP STATION

at the Top of the World!

In Expanding ALASKA KFAR, Fairbanks, leads with

Greatest power and a clear channel

Central location, at the head of the Alaska Highway

Latest facilities, popular programming

America's richest per capita market

660 Kc. **10,000 Watts**

Hawaii

KHBC

HILO—EST. 1936

CBS—MBS
HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Hawaiian Broadcasting System, Ltd.
Address .....1285 Kalaniole Ave.
Transmitter Location ..... Hilo
Time on the Air... .....Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

General Manager .....J. Howard Worrall
Station Manager.....Al Green
National Sales Manager....Henry C. Putnam

•

KGMB

HONOLULU—EST. 1930

CBS—MBS
HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By Hawaiian Broadcasting System, Limited
Address .....1534 Kapiolani Blvd.
Phone Number 2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6 a.m. to 2 a.m.
Newspaper Affiliation.....Honolulu Star-Bulletin
News Service .....UP
Transcription Service .....World Broadcasting System; Associated Music Publishers; Standard
Representative .....John Blair & Co.

Personnel

President-General Manager.....J. Howard Worrall
Program Director.....Owen Cunningham
Chief Announcer.....Leo Rumsey
Chief Engineer.....Ernest Lindemann

•

KGU

HONOLULU—EST. 1922

NBC AND ABC BLUE

Frequency: 760 Kc.....Power: 2500 Watts
Licensee:....Marion A. Mulrony & Advertiser Publishing Co., Ltd.
Owned By.....Advertiser Publishing Co., Ltd.
Address .....Advertiser Square
Transmitter Location .....Advertiser Square
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation ....Honolulu Advertiser
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Katz Agency

Personnel

President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony

•

KHON*

HONOLULU

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Alaha Broadcasting Co., Ltd.
Address .....3175 Noela Drive
* Construction Permit

•

KTOH

LIHUE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Garden Island Publishing Co.
Address ..... Lihue
Transmitter Location .....Northeast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation.....Garden Island Publishing Co.

Personnel

General Manager .....C. J. Fern

AP RADIO PRODUCTIONS

OFFERS FOUR OUTSTANDING SHOWS TRANSCRIBED

"Sports Star Special"
"Star Time"
"Special Assignment"
"The Cliff Edwards Show"

BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE EACH SHOW
A SALES WINNER

Ask about the unique, new "Cue-In" technique.

The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

5000 Watts — Full Time — 860 Kc

N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office:
470 Park Avenue

ELdorado 5-6788

Puerto Rico

WKVM

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial Broadcasting Co.

•

WPRA

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advt. Co.
Address .....McKinley & del Rio Sts.
Transmitter Location .....Mayaguez
Time on the Air .....Unlimited license

Personnel

President .....Andres Camara
Station Manager-Chief Engineer.Ralph P. Perry

•

WPAB

PONCE—EST. 1940

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By ....Portorican American Broadcasting Co.
Address .....17 Leon St.
Phone Number 783
Transmitter Location .....Ponce Playa
Time on the Air.....Unlimited license
News Service .....AP
Representative.....West Indies Adv.

Personnel

President .....Pedro Juan Serralles
Station Manager.....Miguel Soltero
Chief Engineer.....Jose Sepulveda

•

WPRP

PONCE—EST. 1934

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Julio M. Conesa
Address .....Trujillo Street
Transmitter Location ..... Ponce
Time on the Air.....Unlimited license

Personnel

General Manager .....Julio M. Conesa

WIAC

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WIAC, Inc.
Business Address.....P. O. Box 4504, San Juan, P. R.
Phone Numbers.....2177 (San Juan); 445 (Hato Rey)
Studio Address.....Ordonez St. Stop 29½
Transmitter Location.....Carolina Rd., 3 miles east of San Juan
Time on the Air.....Unlimited
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....West Indies Advt. Co.

Personnel

Owner.....Mrs. Enrique Abarca
Station-Commercial Manager.....Tomas Muniz
Commercial Manager .....Julo Aguirre
Program Director.....Rafael H. Benitez
Publicity Director .....Samuel Badillo
Chief Announcer.....Antonio Alfonso
Artists Bureau.....Rafael Seijo
Musical Director.....Jose Raul Ramirez
Chief Engineer .....Alfonso Sanchez

See Page 634

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

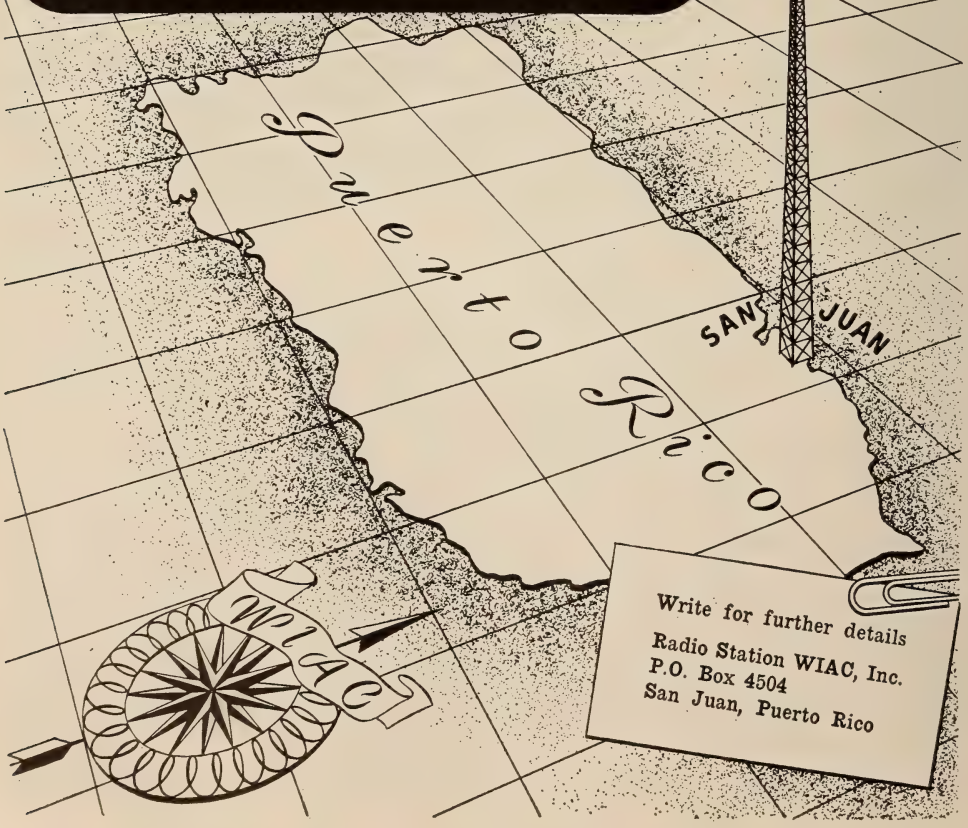
Puerto Rico

IS MORE THAN JUST AN ISLAND SURROUNDED BY WATER . . .

Here indeed is a market that should not be overlooked. There are 2,000,000 **American Citizens** in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of $125,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS **580 K C**



Write for further details

Radio Station WIAC, Inc.
P.O. Box 4504
San Juan, Puerto Rico

WKAQ

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Corporation of Porto Rico
Address .....30 Tetuan St.
Phone Number .....San Juan 2014
Transmitter Location ..... Hato Rey
Time on Air.....7 a.m. to 11 p.m., Sundays, 8 a.m. to 10:30 p.m.
News Service .....Transradio
National Sales Office.....International Telephone & Telegraph Co., 67 Broad St., New York, N. Y.

Personnel

President .....Leonard Jacob 2nd
Vice-President-Gen. Manager.....E. J. Powell
Commercial Manager.....Jose C. Irizarry
Program Director .....Manuel Ochoa
Musical Director .....Joaquin Burset
Chief Engineer .....Angel P. del Valle

WNEL

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Juan Piza
Address .....59 Brau St.
Phone Number 107
Transmitter Location.....Green Island Santurce, P. R.
Time on the Air.....Unlimited
News Service .....Transradio
Transcription Service .....Lang-Worth

Personnel

Owner-Station Manager.....Juan Piza
Commercial-Sales Promotion Manager .....Agustin R. Camunas
Program Director.....Camilo Fraticelli
Production Manager.....Juan Maldonado
Chief Engineer.....Jose Arzuaga

See Page 632

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

Associated Press News—WIAC

SAN JUAN, PUERTO RICO

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.
The local sports commentator becomes part of the show through a unique new technique called "Cue-In."
"Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

CBC SERVES CANADA

In All Markets • In Two Languages With Three Networks

From Atlantic to Pacific, the CBC serves the Canadian people . . . provides, through its three networks, comprehensive NATIONAL coverage . . . and, in most areas, excellent ALTERNATIVE program service.

The finest programs of Canadian, American and British origin fill CBC network schedules. Entertainment . . . news . . . special events . . . all that pertains to current world and national happenings . . . are brought daily into Canadian homes in all parts of the country.

Radio ranks high in Canada!* Network programs are good . . . outside distractions are fewer . . . listening is intensive. Sponsors who use CBC networks are assured of large, interested and able-to-buy audiences.

Ask the CBC about Canada

CBC RADIO CANADA

CBC DOMINION NETWORK
(English)
29 basic and 9 supplementary stations.
Intensive coverage of all major markets, in all regions.

CBC TRANS-CANADA NETWORK
(English)
24 basic and 7 supplementary stations.
Comprehensive coverage coast to coast.

CBC FRENCH NETWORK
3 basic and 7 supplementary stations. Thorough coverage of French-speaking Canada. Available in conjunction with either Trans-Canada or Dominion Network.

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION
354 Jarvis Street, Toronto 5, Ontario — 1231 St. Catherine Street West, Montreal 25, P. Q.

CANADA

Stations

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By Call Letters

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Networks

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CANADIAN
Broadcasting Corporation

OFFICES

Victoria Bldg., Ottawa
354 Jarvis St., Toronto
Keefer Bldg., Montreal
1231 St. Catherine St. W., Montreal
United Service Bldg., Halifax

Board of Governors

A. Davidson Dunston, Chairman, Montreal, Que.
Rene Morin, K.C., Montreal, Que.
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F. J. Crawford, Toronto, Ont.
Howard B. Chase, Montreal, Que.
B. K. Sandwell, Toronto, Ont.
W. J. Parker, Winnipeg, Man.
Dean Adrien Pouliot, Que.
A. W. Trueman, Winnepeg, Man.

Personnel

General Manager.....Dr. Augustin Frigon (Ottawa and Montreal)

Assistant General Manager...Donald Manson (Ottawa)

Treasurer .....Harry Bramah (Ottawa)

Director of Personnel & Administrative Services .....R. P. Landry (Ottawa)

Director General of Programs....E. L. Bushnell (Toronto)

General Supervisor of Programs..C. Jennings (Toronto)

Commercial Manager.....E. A. Weir (Toronto)

Assistant Commercial Manager..W. E. Powell (Toronto)

Commercial Manager, Quebec Region.....Omer Renaud (Montreal)

Supervisor of Press and Information Wells Ritchie (Toronto)

Supervisor of Press and Information, Quebec Region..Leopold Houle (Montreal)

Chief Engineer.....G. W. Olive (Montreal)

Assistant Chief Engineer.....J. A. Oulmet (Montreal)

Supervisor of Station Relations...G. R. Young (Toronto)

Traffic Manager.....E. W. Jackson (Toronto)

Manager Broadcast Regulations Division.....J. R. Radford (Toronto)

Regional Representatives

Prairie—James R. Finlay, Winnipeg, Man.
British Columbia—Ira Dilworth, Vancouver, B. C.

National Program Personnel

Supervisor of Drama.....Andrew Allan (Toronto)

Supervisor of International Service.Peter Aylen (Montreal)

Supervisor of Music.....J. M. Beaudet (Montreal)

Supervisor of Production.....Rupert Caplan (Montreal)

Technical Liaison Officer (Engineering Division).....H. E. S. Hamilton (Toronto)

Supervisor of Feature Broadcasts.....J. Frank Willis (Toronto)

Manager, Personnel and Administrative Services .....D. Claringbull (Toronto)

Chief News Editor.....D. C. McArthur (Toronto)

Regional Program Director....W. E. S. Briggs (Halifax)

Director French Network.....J. M. Beaudet (Montreal)

STATIONS OF
CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	647
CBF	Montreal, Que.	690	50000	657
CBH	Halifax, N. S.	1240	100	648
CBJ	Chicaoutimi, Que.	1580	1000	656
CBK	Watrous, Sask.	540	50000	661
CBL	Toronto, Ont.	740	50000	654
CBM	Montreal, Que.	940	5000	657
CBO	Ottawa, Ont.	910	1000	651
CBR	Vancouver, B. C.	1130	5000	644
CBV	Quebec, Que.	980	1000	658
CFAB	Windsor, N. S.	1450	100	648
CFAC	Calgary, Alta.	960	1000	641
CFAR	Flin Flon, Man.	1230	250	645
CFBR	Brockville, Ont.	1450	250	649
CFCF	Montreal, Que.	600	500	657
CFCH	North Bay, Ont.	600	100	651
CFCN	Calgary, Alta.	1010	10000	641
CFCO	Chatham, Ont.	630	100	648
CFCY	Charlottetown, P. E. I.	1050	5000 D, 1000 N.	656
CFGP	Grande Prairie, Alta.	1050	1000	642
CFJC	Kamloops, B. C.	910	1000	642
CFNB	Fredericton, N. B.	550	1000	646
CFOR	Orilla, Ont.	1450	250	652
CFOS	Owen Sound, Ont.	1400	250	652
CFPA	Port Arthur, Ont.	1230	250	652
CFPL	London, Ont.	1570	5000	651
CFPR	Prince Rupert, B. C.	1240	50	643
CFQC	Saskatoon, Sask.	600	5000	661
CFRB	Toronto, Ont.	860	10000	654
CFRC	Kingston, Ont.	1490	100	650
CFRN	Edmonton, Alta.	1260	1000	641
CHAB	Moose Jaw, Sask.	800	1000	660
CHAD	Amos, Que.	1340	250	656
CHAT	Medicine Hat, Alta.	1270	1000	642
CHEF	Granby, Que.	1450	250	656
CHEX	Petersborough, Ont.	1430	1000	652
CHGB	St. Anne de la Pocatiere, Que.	1230	250	659
CHGS	Summerside, P. E. I.	1480	100	656
CHLN	Three Rivers, Que.	1450	250	660
CHLP	Montreal, Que.	1490	250	658
CHLT	Sherbrooke, Que.	1240	250	659
CHML	Hamilton, Ont.	900	5000	650
CHNC	New Carlisle, Que.	610	1000	658
CHNS	Halifax, N. S.	960	5000	648
CHOK	Sarnia, Ont.	1070	5000 D, 1000 N.	652
CHOV	Pembroke, Ont.	1340	250	652

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CHRC	Quebec, Que.	800	1000	658
CHSJ	Saint John, N. B.	1150	1000	647
CHUM	Toronto, Ont.	1050	1000	654
CHWK	Chilliwack, B. C.	1340	100	642
CJAD	Montreal, Que.	800	1000	658
CJAT	Trail, B. C.	610	1000	643
CJAV	Port Alberni, B. C.	1240	250	643
CJBC	Toronto, Ont.	1010	5000	655
CJBQ	Belleville, Ont.	1230	250	649
CJBR	Rimouski, Que.	900	5000	659
CJCA	Edmonton, Alta.	930	1000	641
CJCB	Sydney, N. S.	1270	5000	648
CJCH	Halifax, N. S.	1320	5000	648
CJCJ	Calgary, Alta.	1230	100	641
CJCS	Stratford, Ont.	1240	100	654
CJEM	Edmundston, N. B.	1240	250	646
CJFX	Antigonish, N. S.	580	1000	647
CJGX	Yorktown, Sask.	940	1000	661
CJIC	Sault Ste. Marie, Ont.	1490	250	652
CJKL	Kirkland Lake, Ont.	560	1000	650
CJLS	Yarmouth, N. S.	1340	100	648
CJOB	Winnipeg, Man.	1230	250	646
CJOC	Lethbridge, Alta.	1060	1000	642
CJOR	Vancouver, B. C.	600	1000	644
CJSO	Sorel, Que.	1400	100	660
CJVI	Victoria, B. C.	1480	5000	644
CJRL	Kenora, Ont.	1220	1000	650
CKAC	Montreal, Que	730	5000	657
CKBI	Prince Albert, Sask.	900	5000	660
CKCH	Hull, Que.	1240	250	656
CKCK	Regina, Sask.	620	5000	661
CKCO	Ottawa, Ont.	1310	1000	651
CKCR	Kitchener, Ont. (Waterloo)	1490	250	651
CKCV	Quebec, Que.	1340	250	658
CKEY	Toronto, Ont.	580	5000	655
CKCW	Moncton, N. B.	1220	5000	647
CKFI	Fort Frances, Ont.	1340	250	649
CKGB	Timmins, Ont.	1470	1000	654
CKLN	Nelson, B. C.	1240	250	643
CKLW	Windsor, Ont.	800	5000	655
CKMO	Vancouver, B. C.	1410	100	644
CKNB	Campbellton, N. B.	950	1000	646
CKNX	Wingham, Ont.	920	1000	655
CKNW	New Westminster, B. C.	1230	250	643
CKOC	Hamilton, Ont.	1150	5000	650
CKOV	Kelowna, B. C.	630	1000	643
CKPC	Brantford, Ont.	1380	100	649
CKPG	Prince George, B. C.	1230	250	643
CKPR	Fort William, Ont.	580	1000	649
CKRC	Winnipeg, Man.	630	1000	646
CKRM	Regina, Sask.	980	1000	661
CKRN	Rouyn-Noranda, Que.	1400	250	659
CKSB	St. Boniface, Man.	1250	1000	645
CKSF	Cornwall, Ont.	1230	250	649
CKSO	Sudbury, Ont.	790	1000	654
CKTB	St. Catharines, Ont.	1550	1000	654
CKTS	Sherbrooke, Que.	1240	250	659
CKUA	Edmonton, Alta.	580	1000	642
CKVD	Val D'Or, Que.	1230	100	660
CKWS	Kingston, Ont.	960	1000	650
CKWX	Vancouver, B. C.	980	1000	644
CKX	Brandon, Man.	1150	1000	645
CKY	Winnipeg, Man.	990	15000	646

ALBERTA

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS NET

Frequency: 960 Kc.....Power: 1000 Watts
Owner By.....Calgary Herald
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address.....1000 Southam Building
Phone Number ....R 1036
Transmitter Location.....Strathmore Hi'way
Time on the Air.....18 hours daily
Newspaper Affiliation..Calgary Daily Herald
News Service.....BUP, CP
Transcription Service.....NBC Thesaurus; World Broadcasting System; Associated
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....H. R. Carson
General & Station Manager.....A. M. Cairns
Commercial Manager.....F. R. Shaw
Chief Engineer.....Earle C. Connor

•

CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Prairies, Ltd.
Address.....Toronto General Trusts Bldg.
Phone Number.....M 1161
Transmitter Location..... Strathmore
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12 midnight
News Service .....PN, BUP, TP.
Transcription Service..Standard Radio; Lang-Worth
Representative....Radio Representatives, Ltd., Toronto-Montreal; H. N. Stovin, Winnipeg; Howard H. Wilson Co., U.S.A.

Personnel

Managing Director.....H. G. Love
Chief Engineer .....Bob Lamb

•

CJCJ

CALGARY—EST. 1927

CBC

Frequency: 1230 Kc.....Power 100 Watts
Owned-Operated By.....The Albertan Publishing Co.
Address .....Victory Bldg.
Phone Number.....Main 9966
Transmitter Location.....Grandview Heights
Time on the Air.....7 a.m. to 11:15 p.m.; Sundays, 8:30 a.m. to 11:15 p.m.
Newspaper Affiliation.....Albertan Publishing Co.
Transcription Service.....World
Representative...Radio Representatives, Ltd., McGillvra

Personnel

President .....Gordon Bell
Station Manager.....Donald H. Mackey
Chief Engineer.....Pat Green

•

CFRN

EDMONTON—EST. 1934

CBC

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Sunwapta Broadcasting Company, Ltd., G. R. A. Rice, Gen. Mgr.
Address.....109 Canadian Pacific Railways Building
Phone Number.....22101
Transmitter Location.....146th St.
Time on the Air..Mon.-Sat., 6:30 a.m.-12 Mid.
News Service..... British UP
Transcription Service.....Standard Radio; Lang-Worth; United Transcribed System; Davis & Schwegler
Representative: Radio Representatives, Ltd.; Jack Slatter

Personnel

General Manager.....G. R. A. Rice
Chief Ex. Gen. & Station Mgr.....G. A. R. Rice
Commercial-Sales Promotion Mgr...A. J. Hopps
Chief Announcer.....G. A. Duffield
Chief Engineer.....F. G. Makepeace

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CJCA

EDMONTON—EST. 1922

CBC—TRANS. CANADA
ALBERTA FOOTHILLS NET

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....The Edmonton Journal, Ltd.
Operated By.....Taylor & Pearson Broadcasting Co.
Address.....Birk's Bldg., Jasper Ave.
Phone Number 26131
Transmitter Location..... Belmont
Time on the Air.....6:15 a.m.-12 Mid.
Newspaper Affiliation.....Edmonton Journal
News Service.....Canadian Press;
Transcription Service..NBC Thesaurus; World
Representative.....All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

President .....J. M. Taylor
General Manager.....Gordon S. Henry
Assistant Manager.....Rolie L. Barnes
Sales-Commercial Manager.....A. H. Nicholl
Sales Promotion .....Thos. A. Shandro
Chief Announcer.....Gordon Shillabeer

CKUA*

EDMONTON—EST. 1927

CBC
ALBERTA EDUCATIONAL NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned By.....Government of Alberta
Operated By.....Alberta Govt. Telephones
Address .....Provincial Bldg.
Phone Number..... 27212
Transmitter Location.....Calgary Trail,
Time on the Air.....7 a.m. to Midnight
News Service..... CP
Transcription Service.....Associated

Personnel

General Manager.....Hon. W. A. Fallow, Minister of Radio, Provincial Government
Chief Engineer.....Roy Usher
Record M. C.....John J. O'Leary

* (Non-Commercial Station)

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By: Northern Broadcasting Corporation, Ltd.
Address .....Grande Prairie
Time on the Air.....7 a.m.-11:00 p.m.
News Service .....BUP
Transcription Service.....United Transcribed, Thesaurus
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

General & Station Manager.....A. J. Balfour
Sales-Commercial Manager.....A. J. Balfour
Sales Promotion .....A. J. Balfour
Chief Engineer.....G. L. Sadler

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts
Owned-Operated By.....Lethbridge Bdt. Co.
Address.....Marquis Hotel Bldg.,
Phone Number 3161
Transmitter Location .....Broxburn, Alberta
Time on the Air.....6:30 a.m. to Midnight,
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus;
Representative.....All Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....W. Waston
General Manager.....H. R. Carson
Station Manager.....Norman Botterill
Chief Engineer.....R. A. Reagh

CHAT

MEDICINE HAT—EST. 1946

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By:
Monarch Broadcasting Co., Ltd.
Address .....520 First St.
Phone Number..... 3347
Transmitter Location.....Roytal, Alberta
Time on the Air.....6 a.m. to 11 p.m. (after June 1, 1946)
News Service..... BUP
Transcription Service.....Standard
Representative:
All-Canada Radio Facilities, Ltd.

Personnel

President-Owner.....J. H. Yuill
General Manager.....R. J. Buss
Chief Engineer.....Marsh Ellis

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By....Chilliwack Broadcasting Co., Ltd.
Address..... 16 Wellington Ave.
Phone Number 6106
Transmitter Location.....16 Wellington Ave.
Time on the Air.....7:15 a.m. to 10.30 p.m.
Transcription Service.....United
Representative.....All-Canada Radio

Personnel

President.....C. Casey Wells
General Manager.....Jack Pilling
Chief Engineer.....Jack Pilling

CFJC

KAMLOOPS—EST. 1926

TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Kamloops Sentinel, Ltd.
Operated By.....Kamloops Sentinel, Ltd.
Address.....310 St. Paul St.
Phone Numbers 1021; 1018
Transmitter Location.....North Kamloops
Time on the Air.....7 a.m. to 11:30 p.m.
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....R. E. White
Chief Engineer .....George Henderson

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Okanagan Broadcasters, Ltd.
Business Address.....Box 1515
Phone Number.....Kelowna 200
Studio Address.....Radio Bldg.
Transmitter Location..... Okanagan Mission, B. C.
Time on the Air.....6:30 a.m. to Midnight
News Service.....PN Press News
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Managing Director.....J. W. B. Browne
Sales Director.....Hume A. Lethbridge
Personnel & Program Director. Stanley E. Tapley
Chief Engineer.....J. H. B. Browne

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Nelson Daily News
Business Address.....Radio Avenue
Phone Number 19
Studio Address.....Radio Avenue
Transmitter Location.....Radio Avenue
Time on the Air.....15 hours daily
Newspaper Affiliation.....Nelson Daily News
News Service.....Press News
Transcription Service..... World
Representative.....Horace N. Stovin, Canada; Adam J. Young, U.S.A.

Personnel

Station Manager.....Joan Orr
Sales Promotion Manager.....D. Kidd
Chief Engineer.....Roy McKay

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William Rea, Jr.
Business Address.....Hotel Windsor
Phone Number.....NW 3000
Transmitter Location.....Lulu Island
Time on the Air.....6 a.m. to Midnight; Sat., to 2 a.m.; Sun., 8 a.m. to Midnight
News Service .....BUP
Transcription Service.....World Broadcasting System SeSac, Associated, M. M. Cole, UTS.
Representative.....Radio Representatives, Canada; Forjoe & Co., U. S. A.

Personnel

Chief Owner.....William Rea, Jr.
General Manager.....William Rea, Jr.
Commercial Manager.....David Armstrong
Chief Engineer.....Ross McIntyre

CJAV

PORT ALBERNI—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Warren
Time on the Air.....6:30 a.m. to 10 p.m.

Personnel

Chief Executive.....H. E. Warren

CKPG

PRINCE GEORGE—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank H. Elphicke
Address .....Prince George, B. C.
Representatives....Weed & Co., All-Canada

Personnel

Owner .....Frank H. Elphicke
General-Commercial Mgr...Cecil G. Elphicke
Program Director .....Jack Carbutt

CFPR

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 1240 Kc.....Power: 50 Watts
Owned By..Northwest Broadcast & Service Co.
Operated By....Canadian Broadcasting Corp.
Business Address.....336 Second Ave.
Phone Number 863
Studio Address.....336 Second Ave.
Transmitter Location.....336 Second Ave.
Time on the Air.....10:20 a.m. to 2:02 a.m., Sunday, 12:59 a.m. to 1.32 a.m.
News Service.....Canadian Press
Representative .....CBC

Personnel

Chief Owner.....Dr. A. Frigon
Station Manager.....C. H. Insulander
Sales or Commercial Manager E. A. Weir, CBC, Toronto

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Kootenay Broadcasting Company, Limited
Operated By.....Taylor, Pearson & Carson,
Address .....815 Victoria Street
Phone Number 737, 1005
Transmitter Location.....Warfield, B. C.
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
News Service..... PN

Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

Personnel

Vice-President.....E. W. Hazlewood
Station Manager.....Eric C. Aylen
Sales & Production M'ger..Norman A. Harrod
Chief Engineer.....Douglas Card

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CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Address .....701 Hornby St.
Phone Number .....MArine 6121
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....9:59 a.m. to 2:57 a.m.; Sunday, 11:14 a.m. to 2.57 a.m.
News Service.....Canadian Press; BUP
Representative.....Canadian Broadcasting Corp.

Personnel

President.....Dr. Augustin Frigon
Station Manager.....Ira Dilworth
Sales or Commercial Manager
E. A. Weir, CBC, Toronto
Program Director.....K. Caple
Production Manager.....R. Dunlop
Chief Engineer.....A. B. Ellis

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CJOR

VANCOUVER—EST. 1926

CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....CJOR, Ltd.
Business Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to Midnight; Sundays, 7:30 a.m. to 11:30 p.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative.....Young, Inc. (U.S.A.); H. Stovin (Canada)

Personnel

Pres., Gen. & Sta. Mgr.....George C. Chandler
Sales-Commercial Manager.....Don E. Laws
Sales Promotion-Merchandising Manager
Dorwin Baird
Program Director ..... Ross Mortimer
Production Manager.....Dick Diespecker
Chief Engineer.....Arthur H. Chandler

CKMO

VANCOUVER—EST. 1923

CBC

Frequency: 1410 Kc.....Power: 100 Watts
Owned & Operated By.....British Columbia Broadcasting System, Ltd.
Operated By.....John N. Hunt
Address .....812 Robson St.
Phone Number.....MArine 1271-2
Transmitter Location.....Lulu Island
Time on the Air.....Fulltime License
News Service .....British United Press
Transcription Service..... Standard
Representative....Radio Representatives, Ltd.

Personnel

President.....Mrs. R. J. Sprott
Station, Sales-Commercial Mgr...John N. Hunt
Chief Engineer.....Ross L. Whiteside

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CKWX

VANCOUVER—EST. 1921

MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Western Broadcasting, Co., Ltd.
Address .....543 Seymour Street
Phone Number.....MArine 3344
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to 12 Midnight
News Service.....BUP, AP, Canadian Press
Transcription Service.....World Broadcasting System; Lang-Worth
Representative.....All-Canada Radio Facilities, Ltd. (Canada), Weed & Co., U.S.A.

Personnel

President..... Arthur Holstead
Station Manager.....Frank H. Elphicke
National Sales Manager.....R. I. P. Crotty
Chief Program Engineer.....Jack Hughes

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CJVI

VICTORIA—EST. 1934

DOMINION-CBS (PACIFIC REGION)

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By....Island Broadcasting Company, Ltd.
Address.....7th Floor, Central Building
Phone Number.....Garden 2014, B 1911
Transmitter Location.....Portage Inlet
Time on the Air.....7 a.m. to 11:30 p.m.
News Service .....PN
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities, Limited (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....M. V. Chesnut
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By ....Manitoba Telephone
Address .....8th Street & Princess Ave.
Phone Number 4532
Transmitter Location.....1st St. N. Brandon
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service...NBC Thesaurus, World
News Service .....BUP
Representative.....Horace N. Stovin & Co.

Personnel

Chief Executive.....Peter Miller
Station Manager .....W. F. Seller
Sales Manager.....W. T. Grigg
Program Director.....Eric Davies
Chief Engineer.....C. E. Snider

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CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Arctic Radio Corporation, Ltd.
Operated By.....S. J. Beauford, Sec-Treas.
Address.....75 Hill St.
Phone Number 290
Transmitter Location.....Flin Flon
Time on the Air.....7 a.m. to 11:00 p.m., Mon.-Sat.; Sundays, 12:00 Noon to 11 p.m.
News Service..... BUP
Transcription Service .....Lang-Worth
Representative.....H. N. Stovin (Canada); Adam J. Young (U.S.A.)

Personnel

Secretary-Treasurer.....S. J. Beaufoy
Station Manager.....G. B. Quinney
Chief Engineer.....Gordon Woodward

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CKSB

ST. BONIFACE—EST. 1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By..Radio St. Boniface Ltd.
Address .....140 Provencher Avt.
Phone Number 20-3119

Personnel

Chief Executive .....Dr. Henri Guyot
Chief Engineer .....H. R. McLaughlin

ARE YOU READY TO EXPAND?

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ALL-CANADA RADIO FACILITIES *Limited*

Montreal Toronto Winnipeg Calgary Vancouver

U.S.A. Representative:
WEED AND COMPANY

CJOB

WINNIPEG—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Blick Broadcasting Ltd.
Address .....Lindsay Bldg.
Phone Number 9-6374
News Service .....PN
Transcription Service .....Associated

Personnel

Owner .....James O. Blick

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CKRC

WINNIPEG—EST. 1934

CBC—DOMINION NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Transcanada Communications, Limited
Business Address.....Free Press Bldg.
Phone Number 92266
Transmitter Location .....Middlechurch,
Time on the Air..17½ hours; Sun., 16½ hours
Transcription Service.....World Broadcasting System; Lang-Worth; Standard
News Service.....CP, BUP
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager .....Gerry Gaetz
Commercial Manager.....Waldo J. Holden
Publicity Promotion Director....Mrs. Val Smith
Program Director.....J. D. Kemp
Chief Announcer.....Chuck Skelding
Chief Engineer.....Bert Hooper

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CKY

WINNIPEG—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc.....Power: 15000 Watts
Owned-Operated By.....Manitoba Telephone System
Address .....Telephone Bldg.
Phone Number.....92191
Transmitter Location.....Headingly, Man.
Time on the Air.....7 a.m. to 12 Mid.
News Service.....British UP, CP
Transcription Service.....NBC Thesaurus
Representative.....Horace N. Stovin & Co.

Personnel

Commissioner of Telephones.....Peter Miller
General-Station Mgr.....William A. Duffield
Commercial Manager.....Wilfred Carpentier
Program Director.....R. Herb Roberts
Production Manager.....Wilford Davidson
Chief Announcer.....Tom Benson
Chief Engineer.....George Henderson

NEW BRUNSWICK

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....Restigouche Broadcasting Co., Ltd.
Address.....Bank of Nova Scotia Bldg.
Phone Number 8
Transmitter Location.....Maple Green, N. B.
Time on the Air.....7:55 a.m. to 11:15 p.m.; Sundays, 8:55 a.m. to 12:15 p.m.
Transcription Service .....All-Canada
Representative: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Dr. Charles H. Houde
Station Manager .....Stan Chapman
Program Director.....James Woods
Chief Engineer.....L. P. Paquet

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CJEM

EDMUNDSTON—EST. 1945

FRENCH NETWORK—(Supplementary)

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By.....Edmundston Radio, Ltd.
Address.....99 Canada Road
Phone 296
Transmitter Location:.....Iroquois, N. B.
Time on the Air:.....15.75 Hours
Transcription Service.....U. T. S.
Representative:...H. N. Stovin & Co., Canada; Adam J. Young, Inc., U. S. A.

Personnel

President.....Judge E. Michaud
General Manager.....R. W. Leclair
Program Director.....Mac Gagnon
Chief Engineer.....Cyrille Fournier

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CFNB

FREDERICTON—EST. 1923

CBC-BASIC

Frequency: 550 Kc.....Power 1000 Watts
Owned-Operated By.....James S. Neill & Sons, Ltd.
Address.....Fredericton, N. B.
Phone Number.....1215
Transmitter Location.....Lincoln, N. B.
Time on the Air.....6:15 a.m. to 12:30 a.m.
News Service..... British UP
Transcription Service. .....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Secretary-Treasurer.....J. Stewart Neill
General & Station Manager...D. Malcolm Neill

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CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc.....Power: 5,000 Watts
Owned-Operated By....The Moncton Broadcasting Company, Limited
Address .....Knights of Pythias Bldg.
Phone Number.....3388
Transmitter Location.....Cherryfield, N. B.
Time on the Air.....7 a.m. to 12:15 p.m.
News Service.....British UP
Transcription Service.....World Broadcasting System; United Transcribed Service; Lang-Worth
Representative....Stovin & Wright (Canada); Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
Managing Director.....F. A. Lynds
Sales-Commercial Manager.....A. B. Cooke
Program Director.....M. E. McCarron
Chief Engineer.....J. A. White

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CBA

SACKVILLE—EST. 1939

CBC—TRANS-CANADA

Frequency: 1070 Kc.....Power: 50000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address.....United Service Building., 100 Sackville St., Halifax, N. S.
Phone Number.....3-6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....7:30 a.m. to 12 midnight
News Service.....CP, BUP
Representative.....Canadian Broadcasting Corporation

Personnel

Chief Executive-General Manager.Dr. Augustin Frignon
Station Manager-Program Director.....W. E. S. Briggs
Sales or Commercial Manager.....E. A. Weir, CBC, Toronto
Production Manager.....S. R. Kennedy
Chief Engineer.....H. M. Smith

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(Call Letters to Be Assigned)

ST. JOHN

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.Fundy Broadcasting Co.
Address .....St. John, N. B.
Representative .....All-Canada

Personnel

Owners .....Senator A. N. McLean, Ralph B. Brenan

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CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By....New Brunswick Broadcasting Company, Limited
Address.....Church Street
Phone Number.....3-2307
Transmitter Location.....Coldbrook, Saint John, N. B.
Time on the Air.....6 a.m. to 12:15 a.m.
Newspaper Affiliation..The Telegraph-Journal & The Evening Times-Globe
News Service.....Press News
Transcription Service.....World Broadcasting System, Lang-Worth, Associated
Representative.....Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

Vice-President & Managing Director.....T. F. Drummie
Station & Commercial Manager.....George A. Cromwell
Program Director.....Gleve G. Stillwell
Chief Engineer.....John G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1943

DOMINION NETWORK

Frequency: 580Kc.....Power: 1,000 Watts
Owned-Operated By.....Atlantic Broadcasters, Ltd.
Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number.....66
Transmitter Location.....New Glasgow Road
Time on the Air.....7:00 a.m. to 12 midnight
News Service .....PN
Transcription Service.....United Transcribed Service
Representative.....James L. Alexander

Personnel

General Manager.....J. Clyde Nunn
Sales Manager.....A. M. Peters
Program Director.....T. C. Robertson
Production Manager.....G. L. Kane
Chief Engineer.....Gordon MacDougall

CBH

HALIFAX—EST. 1944

TRANS-CANADA

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By...Canadian Broadcasting Corp.
Business Address.....United Service Bldg.
Phone Number 3-6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....6:28 a.m. to 11 p.m.; Sun., 7:58 a.m. to 11 p.m.
News Service.....CP, BUP
Representatives.....Canadian Broadcasting Corp.

Personnel

Chief Owner.....Dr. Augustin Frigon
Station Manager.....W. E. S. Briggs
Commercial Manager.....E. A. Weir, CBC
Chief Engineer.....L. A. Canning

CHNS

HALIFAX—EST. 1926

CANADIAN BROADCASTING CORP.—DOMINION NETWORK

Frequency: 960 Kc.....Power: 5,000 Watts
Owned-Operated By.....Maritime Broadcasting Company
Address .....10 Tobin Street (Broadcasting House)
Phone Number 3-8318
Transmitter Location.Rockingham, Nova Scotia
Time on the Air.....7:30 a.m. to 12:15 a.m.; Sun., 9 a.m. to 12:15 a.m.
Newspaper Affiliation..Halifax Herald & Mail
News Service.....CP; British UP
Transcription Service.....Langworth; NBC Thesaurus; World Broadcasting System, U.T.S.
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Andrew W. Robb
Station Director.....Major Wm. C. Borrett
Station Manager.....Gerald J. Redmond
Sales Manager.....Gerald J. Redmond
Musical Director.....Richard L. Fry
Record M. C.....Peter Donkin
Chief Engineer.....A. W. Greig

CJCH

HALIFAX—EST. 1944

TRANS-CANADA

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co. Ltd.
Business Address.....Lord Nelson Hotel
Phone Number.....3-7311
News Service .....PN
Transcription Service .....Standard
Representative .....Stovin, John Hershey McGillvra, Inc.

Personnel

Chief Owner.....Chronicle Co. Ltd.
General Manager .....J. M. Humphreys
Chief Engineer .....R. MacWilliams

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Eastern Broadcasters, Ltd.
Address ..... Radio Bldg.
Phone Number.....209-1412
Time on the Air.....8 a.m. to 12 midnight
News Service.....Canadian Press News
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner, General Mgr.....N. Nathanson
Sales Manager.....M. Grant
Chief Engineer.....A. Vernon

CFAB

WINDSOR—EST. 1945

Frequency: 1450 Kc.....Power: 100 Watts
Owned and Operated By.....Evangeline Broadcasting Co.
Address.....7 Clifton Avenue
Phone Number.....429
Transmitter Location.....Falmouth
Time on the Air.....7 a.m. to 8 p.m.
News Service.....PN
Transcription Service.....U. T. S.
Representative.....John S. Crosbie, Rai Purdy Productions

Personnel

President.....Avard M. Bishop
Station-Commercial Manager.....A. M. Bishop
Chief Engineer.....A. M. Bishop

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP. MARITIME

Frequency: 1340 Kc.....Power: 100 Watts
Owned By .....Gateway Broadcasting Company
Operated By.....Laurie L. Smith
Address .....Radio Building, Main Street
Phone Number..... 500
Transmitter Location.....Radio Building
Time on the Air.....8 a.m. to 12 midnight
News Service .....PN
Representative...All-Canada Radio Facilities, Ltd., Weed & Co.

Personnel

President-Station Manager....Laurie L. Smith
Chief Engineer.....Donald L. Smith

ONTARIO

CJBQ

BELLEVILLE—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McLean Haig & H. B. Cowan
Address .....Belleville, Ont.
News Service .....PN
Representative .....Stovin

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CKPC

BRANTFORD—EST. 1933

CBC—DOMINION NETWORK

Frequency: 1380 Kc.....Power: 100 Watts
Operated By: Telephone City Broadcast, Ltd.
Address .....49-51 Colborne St.
Phone Number.....5140-1
Transmitter Location.....Glebe Property
Time on the Air.....7:30 a.m. to 10:00 p.m.
News Service .....British UP
Transcription Service .....World Broadcasting System; United Transcribed Service
Representative.....J. L. Alexander

Personnel

Owner.....Mrs. F. M. Buchanan
Station Manager.....Hugh Bremner
Sales Promotion Manager.....Jess Jaffray
Chief Engineer.....Alfred Teague

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CFBR

BROCKVILLE—EST. 1942

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: CP 100 Watts
Owned-Operated By.....J. C. Whitby
Business Address.....Revere House Bldg.
Phone Number 4628
Studio Address.....Revere House Bldg.
Transmitter Location.....Prescott Road
Time on the Air.....8 a.m. to 11:15 p.m.; Sun., 9 a.m. to 11:15 p.m.
Transcription Service .....Standard

Personnel

Owner-Station Manager.....J. C. Whitby
Chief Engineer .....G. W. Andrews

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CFCO

CHATHAM—EST. 1926

DOMINION

Frequency: 630 Kc.....Power: 100 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 275
Phone Number..... 2626
Studio Address.....William Pitt Hotel
Transmitter Location.....William Pitt Hotel
Time on the Air.....7:15 a.m. to 12:30 p.m.
News Service..... British UP

Personnel

Owner-Manager .....John Beardall
Chief Engineer .....Gordon Brooks

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CKSF

CORNWALL—EST. 1944

CBC—DOMINION NETWORK
(Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Standard-Freeholder, Ltd.
Business Address.....36 Pitt Street
Phone Number.....1703
Transmitter Location.....Toll Gate Road
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation....Standard-Freeholder, Ltd.
News Service .....PN
Transcription Service .....World
Representative.....H. N. Stovin & Co.

Personnel

General Manager.....H. Duncan Wightman
Station Manager.....H. Harrison Flint
Production Manager.....Arthur Bonhomme
Publicity Manager.....Vernon Hall
Chief Announcer.....Alan Caulley
Musical Director.....Howard Bailley
Chief Engineer.....Mahlon Clark

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CKFI

FORT FRANCES—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. M. Reid
Business Address.....240 Scott Street
Phone Number 200
Transmitter Location.....Pithers Point Park
Time on the Air.....7 a.m. to 11 p.m.; Sun., 8 a.m. to 11 p.m.
News Service .....BUP
Representatives.....James L. Alexander; H. N. Stovin & Co.; Adam J. Young

Personnel

Chief Owner.....J. M. Reid
Station Manager.....J. M. Reid
Commercial Manager.....R. S. Mitchner
Chief Engineer.....R. E. Martin

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CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.—TRANS-CANADA NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By...Dougall Motor Car Co.

Address.....Radio Hall, South May St.
Phone Number.....South 315
Transmitter Location .....Memorial Ave., Port Arthur, Ont.
Time on the Air.....7:30 a.m. to 11:30 p.m.; Sun., 11 a.m. to 11:30 p.m.
News Service.....UP, Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative....Radio Representatives, Ltd., Howard H. Wilson Co. (U.S.A.)

Personnel

President .....H. F. Dougall
Station Manager.....J. Basil Scully
Chief Engineer.....T. Ross

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CHML

HAMILTON—EST. 1927

CBS DOMINION—TRANS-CANADA

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By....Maple Leaf Radio Co., Ltd.
Business Address.....Piggot Bldg.
Phone Number 7-1539
Studio Address.....Pigott Building
Transmitter Location.....Aldershot, Ont.
Time on the Air.....6 a.m. to 1:05 a.m. daily; Sun., 8 a.m. to 1:05
News Service.....BUP, UP
Transcription Service.....Standard Radio; Associated Music Publishers; United Transcribed Service
Representatives.....Adam J. Young, Jr., H. N. Stovin

Personnel

President & General Manager.Kenneth D. Soble
Assistant Manager.....Tom E. Darling
Sales Promotion-Merchandising Manager..E. S. Stock
Chief Engineer.....W. G. Crawford

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CKOC

HAMILTON—EST. 1922

CBC—TRANS-CANADA

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Operated By.....Wentworth Radio Broadcasting Co., Ltd.
Address.....32 John St., North
Phone Number..... 7-4484
Transmitter Location.....Elfrida, Ont.
Time on the Air.....6 a.m. to 12:15 a.m.; Sun., 9 a.m. to 12:15 a.m.
News Service.....British UP, PN
Transcription Service.....World Broadcasting System; NBC Thesaurus; Lang-Worth
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....H. R. Carson
Station Manager.....W. T. Cranston
Chief Engineer.....Leslie Horton

CJRL

KENORA—EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc.....Power: 1000
Owned-Operated By....Kenora Broadcasting Co., Ltd.
Address.....Brydon Block
Phone Number..... 717
Transmitter Location .....Jaffray Township
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service .....CP
Transcription Service.....United Transcription
Representative.....Stovin & Wright, Canada; Adam J. Young, Jr. (U.S.A.)

Personnel

Station Manager .....Howard Clark
Sales Manager.....Howard G. Clark
Chief Engineer.....P. J. Whitebread

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CFRC

KINGSTON—EST. 1944

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Queen's University,
Business Address.....Queens University Fleming Hall (Non-Commercial Station)

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CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned By....Allied Broadcasting Corp., Ltd.
Operated By.....Northern Broadcasting Co.
Address .....King St.
Phone Number.....4401
Transmitter Location.....Wolfe Island
Time on the Air.....6:30 a.m. to 12:101 a.m.
Newspaper Affiliation.....Kingston Whig-Standard
News Service.....CPN
Transcription Service.....NBC Thesaurus; United Transcribed Service; Lang-Worth
Representative...National Broadcasting Sales (Canada), Weed & Co. (U.S.A.)

Personnel

President.....Senator W. R. Davies
Station Manager.....Roy W. Hoff
Chief Engineer.....Burt Coy

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CJKL

KIRKLAND LAKE—EST. 1933

CANADIAN BROADCASTING CORP.—TRANS-CANADA NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.
Address .....Govt. Road

Phone Number.....27
Transmitter Location.....Dane, Ontario
Time on the Air.....6:00 a.m. to 12:00 p.m.; Sun., 8:30 p.m. to 12 p.m.
Newspaper Affiliation....Timmins Daily Press
News Service.....Press News
Transcription Service..United, NBC Thesaurus, Lang-Worth
Representative...National Broadcasting Sales

Personnel

President .....R. H. Thomson
General Manager.....Jack Davidson
Station Manager.....Clair Chambers
Commercial Manager.....Chester Sutherland
Chief Engineer .....Tom Watson

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CKCR

KITCHENER-WATERLOO—EST. 1929

DOMINION

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kitchener & Waterloo Broadcasting Co.
Address .....Arcade Bldg.
Phone Number 3-3628
Transmitter Location.....2 miles outside of Kitchener
Time on the Air.....7 a.m. to 11 p.m.
News Service .....PN
Transcription Service.....United Transcribed Service
Representative.....Stovin & Wright

Personnel

Station Manager.....W. C. Mitchell
Commercial Manager.....G. Liddle
Chief Engineer..... Ion Hartman

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CFPL

LONDON—EST. 1933—EST. 1922

CANADIAN BROADCASTING CORP.—DOMINION NETWORK

Frequency: 1570 Kc.....Power: 5,000 Watts
Owned-Operated By.....London Free Press Printing Co.
Address.....442 Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location...Westminster Township
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation ....London Free Press
News Service.....CP
Transcription Service..NBC Thesaurus, World
Representative....Joseph Hershey McGillvra, Inc. (U.S.A.), Horace N. Stovin & Co. (Canada)

Personnel

President-General Manager.Wallis J. Blackburn
Station Manager.....Donald J. Wright
Commercial-Promotion Manager....Murray T. Brown
Chief Engineer.....John Warden

CFCH

NORTH BAY—EST. 1931

CBC—TRANS-CANADA NETWORK

Frequency: 600 Kc.....Power: 100 Watts
Owned-Operated By.....Northen Broadcasting & Publishing, Ltd.
Address .....37 Main St., East
Phone Number..... 2400
Transmitter Location.....Callander Highway
Time on the Air.....7:45 a.m. to 12:15 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service; Lang-Worth
Representative...National Broadcasting Sales

Personnel

President .....R. H. Thomson
Station Manager.....Cliff Pickren
Chief Engineer.....Jack Barnaby

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CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.—TRANS-CANADA NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Business Address.....Chateau Laurier Hotel; Victoria Bldg.
Phone Number 2-1151
Studio Address .....Chateau Laurier Hotel
Transmitter Location.....Ottawa
Time on the Air....7:00 a.m. to 12:05 midnight; Sun., 8:30 a.m. to 12:05 midnight.
News Service.....CP, BUP
Representative.....Canadian Broadcasting Corp., E. A. Weir

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager.....Charles P. Wright
Commercial Manager.....E. A. Weir, CBC
Chief Engineer.....Max Gilbert

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CKCO

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By .....Dr. G. M. Gelbert
Address.....272 Somerset St., West
Phone Number 2-3611
Time on the Air:8 a.m. to 11 p.m.; Sundays, 12 noon to 11 p.m.
News Service .....BUP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager.....G. M. Geldert
Chief Engineer.....W. D. McLellan

CFOS

OWEN SOUND—EST. 1940

DOMINION

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Grey & Bruce Broadcasting Co.
Address .....904 Second Ave., East
Phone Number..... 1940
Transmitter Location.....R. R. No. 4, Sydenham Township, Ont.
Time on the Air: 7:45 a.m. to 9:15 p.m.; Sundays, 8:45 a.m. to 9:45 p.m.
Newspaper Affiliation.....Owen Sound Daily Sun Times
News Service .....Canadian Press
Transcription Service.....World Broadcasting System
Representatives....Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President.....Howard Fleming
Station Manager .....Ralph T. Snelgrove
Chief Engineer .....William Vallins

CFOR

ORILLA—EST. 1945

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gordon E. Smith
Address.....32 Mississaga St.
Phone Number.....187
Transmitter Location.....West and James Sts.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....BUP
Transcription Service..NBC Thesaurus, U.T.S.
Representatives.....Stovin & Wright, (Canada); Adam J. Young, Jr., (U.S.A.)

Personnel

President.....Gordon E. Smith
Station Manager.....Gordon E. Smith
Program Director.....Harold Vaughn
Chief Engineer.....J. D. McBride

CHOV

PEMBROKE—EST. 1942

CBC—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ottawa Valley Broadcasting Co., Ltd.
Address.....97 Albert St.
Phone Number.....430
Transmitter Location.....East of Pembroke
Time on the Air.....7 a.m. to 11:30 p.m.
News Service .....BUP
Transcription Service.....NBC Thesaurus
Representatives.....H. N. Stovin Co. (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President .....D. A. Jones
V. P.-Station Manager.....E. G. Archibald
Sales Manager.....W. M. J. Montaigne
Chief Engineer.....W. E. Schmidt

CHEX

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.—DOMINION NETWORK

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By....Petersborough Broadcasting Co.
Address.....115 Hunter St.
Phone Number.....4643
Transmitter Location.....Otana Bee Township
Time on the Air.....6 a.m. to 11:20 p.m.; Sat., to midnight
Newspaper Affiliation.....Peterborough Examiner
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service, Lang-Worth
Representative...National Broadcasting Sales (Canada)

Personnel

President.....Sen. W. Rupert Davies
Vice-President.....Roy H. Thomson
Station Manager .....Hal E. Cooke
Chief Engineer .....Bert Crump

CFPA

PORT ARTHUR—EST. 1944

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Business Address.....Public Utilities Bldg.
Phone Number.....North 315
Transmitter Location.....Memorial Ave.
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service...Standard, Lang-Worth
Representatives....National Broadcast Sales, All-Canada Radio Facilities, Weed & Co. (U.S.A.)

Personnel

Chief Owner.....Ralph H. Parker
General Manager.....Ralph H. Parker

CHOK

SARNIA—EST. 1946

Frequency: 1070 Kc...Power: 5000 D., 1000 N.
Owned-Operated By .....Sarnia Broadcasting Co., Ltd.
Address .....Sarnia, Ont.

Personnel

Chief Executive .....H. M. Hueston

CJIC

S S MARIE—EST. 1934

TRANS-CANADA

Frequency: 1490 Kc.....Power: 250 Watts

Regular listenership ratings prove that CFRB has the lion's share of the Toronto audience. Further surveys show that CFRB controls a greater number of listeners in Ontario. This province represents 40% of Canada's total buying power!

CFRB 860 kc. TORONTO

Representatives

Adam J. Young Jr., Incorporated, New York • Los Angeles • Chicago
All-Canada Radio Facilities Ltd., Montreal

Owned-Operated By.Hyland Broadcasting Co.
Address ..... Windsor Hotel
Representative ....J. L. Alexander, McGillvra

Personnel

General Manager.....J. G. Hyland

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CJCS

STRATFORD—EST. 1927

DOMINION NETWORK

Frequency: 1240 Kc.....Power: 100 Watts
Owned By.....Central Broadcasting Co.
Operated By.....Frank M. Squires
Address .....Windsor Hotel
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President, Manager.....F. M. Squires

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CKTB

ST. CATHARINES—EST. 1933

CBC—DOMINION NETWORK

Frequency: 1550 Kc.....Power: 1,000 Watts
Owned-Operated By.....Niagara District Broadcasting Co., Ltd.
Address .....12 Yates Street
Representatives....National Broadcast Sales; Joseph Hershey McGillvra, Inc.

Personnel

Chief Owner.....Capt. W. B. C. Burgoyne
General Manager.....H. G. Burgoyne

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CKSO

SUDBURY—EST. 1935

TRANS-CANADA

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....W. E. Mason
Address .....21 Elgin St.
Phone Number 77-505
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. E. Mason
General Manager.....Don McGill

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CKGB

TIMMINS—EST. 1933

CBC—TRANS-CANADA NETWORK

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By...Northern Broadcasting & Publishing, Ltd.
Address .....Thomson Bldg., (Cedar St.)
Representative.....National Broadcast Sales

Personnel

President .....R. H. Thomson
Station Manager.....Harvey C. Freeman

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CBL

TORONTO—EST. 1927

CBC—TRANS-CANADA—NBC

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By.....CBC
Business Address.....354 Jarvis St.

Personnel

General Manager.....Dr. A. Frigon
Commercial Manager.....E. A. Weir

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CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc... ...Power: 10000 Watts
Owned-Operated By.....Rogers Radio Broadcasting Co., Limited
Address.....37 Bloor Street, West
Phone Numbers.....Midway 3515-6-7
Transmitter Location.....Aurora, Ontario
Time on the Air.....6 a.m. to 12:35 a.m.
News Service .....AP, UP
Transcription Service.....NBC Thesaurus; Lang-Worth; Associated
Representatives...All-Canada Radio Facilities (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President-General Manager...Harry Sedgwick
Station Manager.....E. L. Moore
Publicity-Program Director.....Wes McKnight
Musical Director.....Wishart Campbell
Record Librarian.....Cyril Denny
Chief Engineer .....Jack Sharpe

See Page 653

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CHUM

TORONTO—EST. 1945

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....York Broadcasters Limited
Business Address.....21 Dundas Square
Phone Number.....Elgin 4271
Transmitter Location....Lawrence Ave. & Don Mills Road
Time on the Air.....Sun-up to Sun-down
Transcription Service....Associated, Standard, U. T. S.
News Service .....BUP

Personnel

President.....R. T. Fulford
Gen. Mgr., Sales Mgr.....A. E. Leary
Chief Engineer.....Aurel Bolsvert
Program-Production Mgr.....R. A. MacDougall
Publicity Director.....Frederick Wilson
Chief Announcer.....R. A. MacDougall
Record M. C.'s.....Harvey Dodds, Richard Dickenson

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CJBC

TORONTO—EST. 1936

DOMINION—ABC

Frequency: 1010 Kc.....Power: 5000 Watts
Owned-Operated By.....CBC
Business Address.....354 Jarvis St.
Phone Number.....Midway 5481
Transmitter Location.....Dixie, Ont.
Time on the Air....6:30 a.m. to 12:03 midnight
News Service.....BUP, CP
Representatives.....Canadian Broadcasting Corp., E. A. Weir

Personnel

Chief Executive.....Dr. Augustin Frigon

★ ★

There's a new station in

TORONTO, CANADA

Be sure to get the dope on CHUM, Mr. Time-Buyer—and put "The Friendly Station" down on your schedules!

CHUM is a 1,000 Watt Community Station, offering you economical coverage of Canada's largest market.

CHUM

The Friendly Station

21 DUNDAS SQUARE, TORONTO CANADA

REPRESENTATIVES:
ADAM J. YOUNG JR. INC.—NEW YORK • CHICAGO
RADIO REPRESENTATIVES LIMITED • MONTREAL

Station-Program Manager.....H. G. Walker
Chief Engineer.....H. Hilliard

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CKEY

TORONTO—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5,000 Watts, Day; 1,000 Watts, night
Owned-Operated By.....Toronto Broadcasting Co., Limited
Address.....444 University Ave.
Phone Number.....WA 3881
Transmitter Location.....Scarborough, Ont.
Time on the Air.....24 hours daily
News Service.....British UP & CP
Transcription Service..World, Standard Radio & Lang-Worth
Representatives....National Broadcast Sales; (Montreal); Donald Cook & Associates (U.S.A.)

Personnel

President, General Manager.....Jack K. Cooke
Sales Manager.....George Bell
Program Director.....Donald W. Insley
Promotion-Publicity Director....Harry Whitton
Chief Engineer.....E. O. Swan

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CKLW

WINDSOR—EST. 1922

MUTUAL

Commercial Manager.....Omer Renaud
See Detroit, Mich. Listing

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CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank and B. H. Bedford
Address.....Josephine St.
Phone Number.....158
Transmitter Location..... Belgrave
Time on the Air.....7:00 a.m. to 11:00 p.m.
Newspaper Affiliation.....Almanac Weekly
News Service.....BUP
Transcription Service....NBC-Thesaurus, Cole

Personnel

Chief Owner-
General Manager.....W. T. Cruickshank
Station-Commerical Manager...Frank Johnson
Program Director.....Tom Rafferty
Sales Promotion Manager.....J. R. Brent
Publicity Director.....F. Nowell Johnson
Record M. C.....Alfred Collins
Chief Engineer.....Scott Reid

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924

DOMINION
MARITIME NETWORK

Frequency: 630 Kc.....Power: 5000 D, 1000 N.
Owned-Operated By.....Island Radio Broadcasting Co.
Address .....85 Kent St.
Phone Number 741
Transmitter Location...West Royalty, P. E. I.
Time on the Air.....7:30 a.m. to 12:15 a.m.
News Service....Canadian Press & British UP
Transcription Service.....Standard Radio; Lang-Worth, WBS
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Lt. Col. K. S. Rogers
Program-Commercial Manager.L. A. McDonald
Chief Engineer.....Robert F. Large

CHGS

SUMMERSIDE—EST. 1925

TRANS-CANADA

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated By .....R. T. Holman, Ltd.
Address .....180 Water Street
Phone Number 133
Transmitter Location.....Summerside
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m., 4 p.m. to 9 p.m.
Transmitter Location .....Holman Building
Representative .....Radio Representatives

Personnel

President .....H. T. Holman
Station Manager .....R. L. Mollison
Program Director-Chief Announcer .....Albert A. Nicholson
Chief Engineer.....Angus McKie

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Rouyn Abitibi Ltee.
Business Address....Reilly Bldg., Rouyn, Que.
Studio, Transmitter.....Amos, P. Q.
Time on the Air.....16 hours daily
News Service .....PN
Representative .....Nat'l Broadcast Sales

Personnel

Chief Executive.....Roland Beaudry
Station Manager.....Jean Legault

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CBJ

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By..Canadian Broadcasting Corporation
Studio Address.....286A Racine St.
Phone Number 155-814
Transmitter Location.....4 Larouche Avenue
Time on the Air.....8:00 a.m. to 11:30 p.m.

Personnel

General Manager.....J. Augustin Frigon
Station Manager.....Vilmond Fortin
Chief Engineer .....J. E. Roberts

CHEF

GRANBY—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Horace Boivin
Address .....Granby, Quebec

Personnel

General Manager .....Jacques Thivierge

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CKCH

HULL—EST. 1932

CBC—FRENCH NETWORK

Frequency: 1240 Kc.....Power; 250 Watts
Owned By.....Le Droit, Ottawa
Operated By.....Le Cie de Publication de Hull CKCH Lt'll
Address .....85 Champlain Ave.
Phone Number 2-1701
Transmitter Location.....Chelsa Rd., Quebec
Time on the Air.....7:50 a.m. to 11:00 p.m.
Newspaper Affiliation.....Le Droit (Ottawa)
News Service.....Canadian Press
Transcription Service .....Thesaurus
Representative ..... Radio Representatives, Ltd., Howard H. Wilson (U.S.A.)

Personnel

President-General Mgr.....Esdras Terrien
Station Manager.....Raymond Benoit
Sales Manager.....Raymond Benoit
Promotion-Publicity Director...Raymond Benoit
Chief Engineer .....Max Gebhardt

CBF

MONTREAL—EST. 1936

CANADIAN BROADCASTING CORP.
AMERICAN BROADCASTING CO
NATIONAL BROADCASTING CO.
FRENCH NET WORK

Frequency: 690 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Address .....1231 Ste-Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Vercheres, P. Q.
Time on the Air.....7:29 a.m. to 12:03 a.m. (mid.); Sun., 8:59 a.m. to 12 Midnight
News Service.....British UP; Canadian Press

Personnel

Chairman, Board of Gov....Davidson Dunton
General Manager.....Dr. Augustin Frigon
Program Director .....Jean Beaudet
Chief Technical Operator.....D. Roberts

CBM

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.
CBC—EASTERN NETWORK

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address..... 1231 Ste. Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Marieville, P. Q.
Time on the Air.....7:29 a.m. to 12:02 a.m. (mid.); Sun., 8:59 a.m. to 12:03 a.m.
News Service....British UP; Canadian Press

Personnel

Chairman, Board of Gov.....Davidson Dunton
General Manager.....Dr. Augustin Frigon
Program Director.....Jean Beaudet
Commercial Manager.....Omer Renaud
Publicity Director.....Leopold Houle
Chief Technical Operator.....D. Roberts

CFCF

MONTREAL—EST. 1919

AMERICAN BROADCASTING CO.
CBC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 500 Watts
Owned-Operated By .....Canadian Marconi Company
Address.....1231 St. Catherine St., West
Phone Number..... Plateau 2577
Transmitter Location.....Mount Royal Hotel, Peel St., Montreal
Time on the Air.....7 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....British UP & C.P.
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....S. M. Finlayson
Station Manager.....J. A. Shaw
Commercial Director.....P. E. Hiltz
Sales Promotion Director.....E. H. Smith
Chief Engineer.....J. G. Gettenby

CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 5000 Watts
Owned-Operated By.....La Compagnie De Publication de la Presse, Ltee.
Address.....980 St. Catherine Street, West
Phone Number .....MArquette 3611
Transmitter Location.....St. Hyacinthe, P. Q.
Time on the Air.....Sunday, 8 to 1:05 a.m.; Monday to Saturday, 7 to 1:05 a.m.
Newspaper Affiliation .....La Presse
News Service.....BUP, P.N.
Transcription Service.....Lang-Worth; United Transcribed System; World B.S.
Representative.....C. W. Wright (Toronto) Adam J. Young, Jr. (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
Managing Director.....Phil Lalonde

CKAC is the highest B.B.M. rated station in Quebec French Market. More than 250,000 French Radio Homes listen to CKAC regularly.

CKAC La Presse, MONTREAL
Affiliated with CBS

Representatives { Canada: C. W. Wright, Victory Bldg., Toronto, Ont.
United States: Adam J. Young Jr., Inc.

Commercial Manager .....Andre Daveluy
Program-Musical Director...Paul-Emile Corbell
Sales Promotion Manager.....Paul Gelinas
Publicity-News-Traffic Director...Paul Gelinas
Chief Engineer .....Leonard Spencer

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....La Patrie Publishing Co., Ltd.
Address.....Sun Life Bldg., Dominion Square
Phone Number.....Plateau 5225
Transmitter Location.....St. Michel Rd., Ville St. Michel, P. Q.
Time on the Air.....8 a.m. to Midnight
Newspaper Affiliation.....La Patrie
News Service.....Press News
Transcription Service.....Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

General Manager.....Marcel Lefebvre
Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—EST. 1945

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CJAD, Ltd.
Business Address.....1191 Mountain Street
Phone Number.....Plateau 1805
Transmitter Location:
Chambly-MacKayville Highway
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....Canadian Press; British United Press
Transcription Service
Standard Radio; Associated; Lang-Worth
Representatives.....Adam J. Young, Jr.; National Broadcast Sales

Personnel

President-General Manager.....J. Art. Dupont
Station Manager.....Hal Cooke
Program Director.....Hal Stubbs
Production Manager.....Bob Harvie
Publicity Director.....Ruth Stubbs
Chief Announcer.....Terence O'Dell
Chief Engineer.....Tom Sutton

CHNC

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....The Gaspesia Radio Broadcasting Co., Ltd.
Operated by.....Broadcasting Station CHNC
Address .....Main St.
Phone Number 38
Transmitter Location..Sea Shore, New Carlisle
Time on the Air.....7:00 a.m. to 11 p.m.
Transcription Service..World's Program Service
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....Dr. Charles Dumont
General Manager.....Dr. Charles H. Houde
Sales Manager.....Viateur Bernard
Musical Director.....Madeleine Leblanc
Chief Announcer.....Viateur Bernard
Chief Engineer.....Fernand Turcotte

CBV

QUEBEC—EST. 1934

TRANS-CANADA-DOMINION
CBC—FRENCH NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Business Address.....Palais Montcalm Ottawa, Ont.
Phone Number 8155
Studio Address.....Palais Montcalm
Transmitter Location.....Charlesbourg, P. Q.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....CP; BUP
Representatives ..... C. B. C.; O. Renaud

Personnel

CBC President.....Dr. Augustin Frigon
Station Manager.....Maurice Valiquette
CBC Publicity Director.....Leopold Houle
CBC Commercial Manager.....O. Renald
Chief Engineer .....Charles Frenette

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHRC, Ltd.
Address .....11 Buade St.
Phone Number 2-8177
Transmitter Location.....St. Louis Rd., St. Foy, P. Q.
Time on the Air.....7:30 a.m. to midnight
Transcription Service.....Lang-Worth
Representative.....Adam J. Young, Jr., Inc. (U.S.A.); Jos. A. Hardy & Co., Ltd. (Canada)

Personnel

President .....Hervé Baribeau
Station Manager.....J. N. Thivierge
Commercial Mgr.-Program Director.A. Pelletier
Promotion Director.....Miss Odile Thivierge
Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION
TRANS-CANADA & DOMINION

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....CKVC, Ltd.
Address .....142 St. John St.
Phone Number..... 2-1585
Transmitter Location.....254 Marguerite-Bourgeois Ave.
Time on the Air.....16 hours
News Service.....Canadian Press
Transcription Service.....World Broadcasting System; U.T.S.
Representative ...Radio Representatives, Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

President.....H. Baribeau
Station Manager .....Paul Lepage
Program-Publicity Director.....Leon Lachance
Commercial-Promotion Mgr...Lucien A. Bernier
Production Mgr. & Chief Ann...Leon Lachance
Musical Director.....Beatrice Paquet
Record m.c.....Marcel Leboeuf
Chief Engineers .....Albert Duberger, Marcel Belanger

CJBR

RIMOUSKI—EST. 1937

CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By....Central Public Service Corp., Ltd.
Address .....1 St. John St.
Phone Number..... 396
Transmitter Location.....Notre-Dame du Sacre Coeur
Time on the Air.....7:45 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.
Newspaper Affiliation.....Le Progres du Golfe, L'Echo du Bas St. Laurent
News Service.....CBC and Laurentian News
Representatives...Stovin & Wright (Toronto); Adam J. Young, Jr. (U.S.A.)

Personnel

President.....J. A. Brillant
Vice-Pres. and General Mgr....G. A. Lavoie
Chief Engineer.....F. C. Doak

(Call Letters to Be Assigned)

RIVIERE DU LOUP

Frequency: 1400 Kc.....Power: 250 Watts

CKRN

ROUYN-NORANDA—EST. 1939

QUEBEC

CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....La Cie de Radiodiffusion Rouyn Noranda Ltee.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Business Address.....Reilly Bldg.
Phone Number..... 1400
Studio Address ..... Reilly Bldg.
Transmitter Location.....Reilly Building
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service .....PN
Representative.....National Broadcast Sales

Personnel

Chief Executive.....Roland Beaudry
Commercial Manager.....Allan Rogerson

CHGB

SAINTE ANNE DE LA POCATIERE

EST. 1938

CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...G. Thomas Desjardinas
Address.....Ste. Anne de la Pocatiere, Co., Kamouraska, P. Q.
Phone Numbers: 20; 24
Transmitter Location.....East end of village
Time on the Air.....8:00 a.m. to 11:30 p.m.; Sundays, 12:00 to 11:30 p.m.
Newspaper Affiliation.....L'Action Catholique
Transcription Service .....World
Representative.....National Broadcast Sales

Personnel

Chief Owner.....G. T. Desjardinas
Sales Manager.....G. T. Desjardinas
Sales Promotion Manager.....Antoine Freue
Program Publicity .....Alvien Dube
Chief Engineer .....A. Dube

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....La Tribune, Limitee
Business Address.....3 Marquette Street
Phone Numbers 2071; 2072
Studio Address .....3 Marquette St.
Transmitter Location.....King St., East
Time on the Air.....7:25 a.m. to Midnight
Newspaper Affiliation .....La Tribune, Ltee.
Transcription Service.....NBC Thesaurus; United Transcribed System
Representative .....J. A. Hardy, Contreal; E. J. Lefebvre, Magog

Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Promotion Director.....Jeanne Tremblay
Commercial Manager.....Roland E. Bayeur
Publicity Director.....J. L. Gauthier

CKTS

SHERBROOKE—EST. 1946

DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Telegram Printing 6& Broadcasting Co., Ltd.
Address .....3 Marquette St.

Phone Number 971
Representative .....Radio Representatives

Personnel

Chief Executive ..Senator Charles B. Howard
General Manager .....A. Gauthier

CJSO

SOREL—EST. 1944

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By....Radio Michelieu, Ltee.
Phone Number..... 2477 ou 540
Business Address.....72 du Roi St.
Representative.....Radio Representatives
Transmitter Location.....St. Joseph De Sorel
Time on the Air.....8 a.m. to 9:30 p.m. daily; Sunday, 11 a.m. to 9:30 p.m.
Transcription Service ..... World

Personnel

President.....J. A. Villeneuve
General & Station Manager.....Aubin Morin
Program Director-Production Manager Gerard Boulay
Chief Announcer.....Gerard Boulay
Musical Director.....George Codling
Chief Engineer.....J. A. Villeneuve

CHLN

TROIS-RIVIERES (THREE RIVERS)—EST. 1937

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Le Nouvelliste, Ltd.
Address.....Chateau de Blois Hotel
Phone Number.....4500
Transmitter Location.....Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11 p.m.; Sunday, 12 noon to 11 p.m.
Newspaper Affiliation.....Le Nouvelliste
News Service.....Press News
Transcription Service.....World Broadcasting System; United Transcribed System
Representative....Radio Representatives, Ltd.

Personnel

Chief Executive.....Leon Trepanier
Sales Promotion Manager.....Yvon Marchand
Program-Musical Director.....Jean Laforest
Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 100 Watts
Owned By.....La Voix d'Abitibi Cie, Ltd.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Address .....Val D'Or
Phone Number..... 500
Studio Address.....Third Ave.
Transmitter Location.....Third Ave.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....Canadian Press

Personnel

Chief Executive.....Roland Beaudry
Station Manager.....Jean Legault

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1935

CBC—DOMINION NETWORK

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHAB, Ltd.
Address.....Grant Hall Hotel
Phone Number 2634
Transmitter Location.....Boharm, Sask.
Time on the Air.....6 a.m. to 11:45 p.m.; Sun., 7 a.m. to 11:45 p.m.
News Service..... British UP
Transcription Service.....Lang-Worth & U.T.S.
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Sales Manager.....Glen Turner
Sales Promotion Manager..Graham Henderson
Assistant Manager & Program Director....J. S. Boyling
Production Manager.....Bob Giles
Record M. C.....Jim Cloak

CKBI

PRINCE ALBERT—EST. 1934

DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Broadcasting System, Ltd.
Address .....Sanderson Building
Phone Number.....2621
Transmitter Location....7½ miles south of city on Highway No. 2
Time on the Air...6:00 a.m. to 12:00 midnight; Sundays, 8:00 a.m. to 11:30 p.m.
News Service .....British UP
Transcription Service.....Thesaurus
Representative...All-Canada Radio Facilities Weed & Co. (USA)

Personnel

Chief Executive.....L. E. Moffatt

Sales Manager.....G. M. Prest
Chief Engineer .....Tom Van Ness
Program Director.....George Kergan

CKCK

REGINA—EST. 1922

TRANS—CANADA

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....The Regina Leader-Post, Ltd.
Operated By.....All-Canada Radio Facilities, Ltd.
Address.... .....Leader Post Bldg.
Phone Number.....8525
Transmitter Location .....Pilot Butte
Time on the Air.....6:30 a.m. to 11:30 p.m.;
Newspaper Affiliation.....The Regina Leader-Post
News Service.....British UP; PN
Transcription Service.....NBC Thesaurus; Standard Radio
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Executive .....Victor Sifton
Station Manager.....H. A. Crittenden
Commercial Manager .....Jack Sayers
Chief Engineer.....E. A. Strong

CKRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Transcanada Communications, Limited
Business Address.....1819 Cornwall St.
Phone Number.....7631
Studio Address.....Fidelity Life Bldg.
Transmitter Location....Victoria Plains, Sask.
Time on the Air.....17 Hours Daily
Newspaper Affiliation..Saskatchewan Farmer
News Service.....Press News
Transcription Service.....Lang-Worth & World L.S.
Representative..All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

President .....Victor Sifton
Station Manager.....Wm. A. Speers
Commercial Manager.....Bruce M. Pirie
Chief Engineer.....W. McDonald

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 600 Kc.....Power: 5,000 Watts
Owned-Operated By.....A. A. Murphy & Sons, Limited
Address.....216 First Ave., North
Phone Number.....7282
Transmitter Location.....Exhibition Grounds
Time on the Air.....7:00 a.m. to 11:30 p.m.
News Service .....British UP
Transcription Service: NBC Thesaurus; Standard Radio; Langworth
Representatives...Radio Representatives, Ltd., Horace Stovin (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President .....A. A. Murphy
Station-Commercial Manager.. Vernon Dallin
Chief Engineer.....Len Hoskins

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.—
TRANS-CANADA NETWORK

Frequency: 540 Kc.....Power: 50000 Watts
Owned-Operated By..Canadian Broadcasting Corp.
Business Address....300 Manitoba Telephone Bldg., Winnipeg, Manitoba
Phone Number.....97261
Studio Address.....Telephone Bldg., Winnipeg, Manitoba
Transmitter Location.....Watrous, Sask.
Time on the Air.....7:55 a.m. to 12:34 a.m.
News Service .....CP, BUP
Representative.....F. A. Weir, 55 York St., Toronto, Ont., CBC

Personnel

General Manager.....Dr. Augustin Frignon
Station Manager.....James R. Finlay
CBC Commercial Manager (Toronto)....E. A. Weir
Chief Engineer.....R. L. Punshon

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Yorkton Broadcasting Co., Ltd.
Address.....Smith-Mackay Bldg.
Phone Number 324
Remote Studios....Dawson Richardson Bldg., Winnipeg, Manitoba
Transmitter Location..... Yorkton
Time on the Air.....17 Hours
News Service .....BUP
Transcription Service.....World, U. T. S.
Representatives....Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

Chief Executive.....Dawson Richardson
General Manager.....A. L. Garside
Commercial-Promotion Mgr...Douglas McBride
Chief Engineer.....Art Mills

SMOOTH IS THE WORD FOR IT!

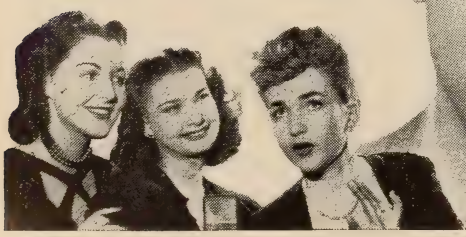
The new transcribed

BARRY WOOD SHOW

WITH
★ MARGARET WHITING
★ THE MELODY MAIDS
★ HENRY SYLVERN AND ORCHESTRA

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets.

FREDERIC W.
ZIV
COMPANY
1529 MADISON ROAD
CINCINNATI, OHIO
NEW YORK • CHICAGO • HOLLYWOOD



PRODUCTION

Program Producers

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Transcription Companies

•

Music

Just playing hours—

or Paying hours?

ASSOCIATED offers MOST Hours of the Best RADIO Music...program material that really pays off!

WHEN YOU COMPARE transcribed libraries, it's not just the big names that count...it's topnotch showmanship *all along the line.* That's how a library helps *you* sell—helps your *clients* sell!

Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers *greater program value* than other local stations...more and bigger *proven attractions,* on ASSOCIATED'S incomparable, *vertically-cut* transcriptions.

2. With these features, you can hold big audiences *at low cost* against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music...a plus for AM, a must for FM

PROGRAM PRODUCERS

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. A. Alicoate; Secreary-Treasurer, F. E. Miles. SERVICES OFFERED: Production of film programs, stock shot film library, cutting rooms, private projection theaters, and distribution of motion pictures for television stations.

•

Advertisers Recordings Limited

633 Dominion Square Bldg., Montreal, Quebec, Canada. Phone Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service to the following Montreal agencies: Cockfield Brown & Co., J. Walter Thompson Co., McKim Advertising, Ltd., J. J. Gibbons, Ltd., MacLaren Advertising Co., Ltd., Ronalds Advertising, Ltd., Canadian Advertising Agency, Ltd., McConnell Eastman & Co., Ltd., Harry E. Foster Agencies, Harold F. Stanfield, Ltd.

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Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141-0142; President, James A. Miller; Secretary-Treasurer, George R. Smith; Secretary E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

•

Air Features, Inc.

247 Park Ave., New York. Phone, WIckersham 2-2700.

•

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-8132. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs ad writers.

American Broadcasting Company

University Building, Seattle 1, Wash. Executive Producer, John Milton; Program Head, Lorrie Lyn; Accounts Manager, Lionel Lennox; Chief Engineer, E. J. Reilly. SERVICES OFFERED: Acoustical studios for rehearsal available to producers, recorders and producers of transcriptions; developers of radio programs—live and transcribed.

•

American Institute of Food Products

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York). Also "For Women Only" participating program on WHN, New York City, featuring Ella Mason.

•

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5841. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

•

American Royal Productions

7928 Michigan Ave., Oakland 3, Calif. Phone, Trinidad 6115. M. Scott Weakley, Manager; M. W. Mugan, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, hi-fidelity domestic and international short-wave aircheck service.

•

F. D. Anderson

Suite 319-22 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

YOU'D BE PROUD, TOO

In the first TWELVE Hooperated programs for five years . . .

First of ALL radio's anti-crime programs for four years . . .

Winner of the Distinguished Merit Award of the National Conference of Christians and Jews, as the outstanding network series of 1945.

"MR. DISTRICT ATTORNEY"

Produced and directed by Edward A. Byron

Written by Mr. Byron and Robert J. Shaw

Sponsored by Bristol-Myers on NBC

Agency: Doherty, Clifford & Shenfield

BYRON PRODUCTIONS, Inc.
730 Fifth Ave., New York 19, N. Y.

Jerry Franken, *Promotion*

Arts Recording Studios

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

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ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-7464. Director, Richard F. Frohlich; Script Editor, Vidginia Shea. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP licensed stations.

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Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department. J. Feldman. BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

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Associated Program Service, Inc.

25 W. 45th St., New York, N. Y. Phone, BRyant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Transcription Library (vertical).

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Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LOngacre 3-7040. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

•

Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, HIllside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

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Ann Barbinel

54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. SERVICES OFFERED: Creation and production of Radio and Television programs; casting; custom-built package shows.

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Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones; 6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Granite 6113, Homer Griffith. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs, live and film.

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Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Henry H. Daagand. SERVICES OFFERED: Program production.

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Baudry-Harwood Radio Productions

1318 Sherbrooke St., East, Montreal, Que., Canada. Phone Falkiak 2465. Partners, Mrs. Edouard Baudry, Lt., R. W. Harwood; Radio Director, Rolland Bedard; Script Writers, René O. Boivin, E. P. Morin. SERVICES OFFERED: Scripts, program production, translations, scripts, recordings.

The BEST In

TRANSCRIBED PROGRAMS

For 16 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 600 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

"THE THEATRE OF FAMOUS RADIO PLAYERS" . . . **26 ½-hour shows**
Entire cast of Hollywood network performers

"EAT-ITORIALLY SPEAKING" . . . . . **78 ¼-hour shows**
Starring Dick Stone in the most unusual food program in the country

"REAL ROMANCES" . . . . . **52 ¼-hour shows**
Dramatizations of Stories in Real Romances Magazine

"SONGS OF CHEER & COMFORT" . . . . . **52 ¼-hour shows**
Starring Richard Maxwell, famous Gospel singer

"THE VAGABOND ADVENTURER" . . . . . **39 ¼-hour shows**
Starring Tom Terriss, Internationally known adventurer

"UNSOLVED MYSTERIES" . . . . . **39 ¼-hour shows**
Dramatizations of true mysteries as yet unsolved

"ONE I'LL NEVER FORGET" . . . . . **156 5-minute shows**
Unusual sports stories, starring Jack Stevens

"TWILIGHT TALES" . . . . . **94 ¼-hour shows**
Fairy tales for children, unusually told by Elinor Gene

"DAN DUNN, SECRET OPERATIVE No. 48" . . . . **78 ¼-hour shows**
Juvenile series based on famous newspaper cartoon strip

"FUN WITH MUSIC" . . . . . **26 ¼-hour shows**
Starring Sigmund Spaeth, The Tune Detective

"UNCLE JIMMY" . . . . . **156 ¼-hour shows**
Daytime family serial, starring William Farnum

"FAMOUS MOTHERS" . . . . . **78 5-minute shows**
Starring Jane Dillon. All parts taken by Miss Dillon

"JERRY & SKY, THE MELODY MEN" . . . . . **208 5-minute shows**
Hillbilly series, may be used as 5 or 15-minute program

"IMPERIAL LEADER" . . . . . **52 ¼-hour shows**
Dramatized life story of Winston Churchill

"HISTORY IN THE MAKING" . . . . . **52 ¼-hour shows**
Dramatizations of outstanding historical events

"FURS ON PARADE" . . . . . **26 ¼-hour shows**
Sponsored successfully by hundreds of fur retailers

"A CHRISTMAS CAROL" . . . . . **1 ½-hour show**
Original one-half hour adaptation starring Tom Terriss

"ADVENTURES IN CHRISTMASTREE GROVE" . . **15 ¼-hour shows**
Sponsored annually by more than 200 department stores

"SANTA'S MAGIC CHRISTMAS TREE" . . . . . **15 ¼-hour shows**
Another outstanding Christmas holiday promotion

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

One of The Country's Largest Program Producers

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator - Secretary, Madeleine Painchaud.

•

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

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Walter Biddick Co.

1151 S. Broadway, Los Angeles 15, Cal. Phone, Richmond 6184. Manager, L. Hill. SERVICES OFFERED: Transcriptions, production.

•

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hempsted 1753. General Manager, G. C. Bird. SERVICES OFFERED: Transcribed radio programs, (open end), available to stations, agencies and sponsors.

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Fritz Blocki Productions

420 Madison Ave., New York, N. Y. Phone, PLaza 9-6180. SERVICES OFFERED: Production, scripts, direction, complete package shows.

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Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

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Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, John Babb. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities: AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. SERVICES OFFERED: Program production, air-checks, script service, studios, film projection service, transcribed productions.

•

Brandt Production Service

2063 E. 23rd St., Brooklyn, N. Y. Phone, SHeepshead 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production, scripts, radio commercials, musical jingles, television scripts.

•

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Assistant Director, Bryce Talbot; Secy.-Treas., Loretta Clusman. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

•

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED: Transcribed programs, sound effects library, script service, foreign language programs for all South American and European countries.

•

Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, AShland 4-3466. Radio Director, Helene Jamieson Jordan; Assistant Radio Director, Norine Freeman. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-in-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, Harrison 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Scripts for Women broadcasters, news material, special features.

•

Byron Productions, Inc.

730 Fifth Ave., New York, N. Y. Phone, CIrcle 6-2677. Owner-President, Edward A. Byron; Casting Director, Sylvia Lowy; Publicity Director, Jerry Franken. SERVICES OFFERED: Package programs.

Stanley J. Wolf

RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

★ ★ ★

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, Johns-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.

Rockhill Radio, Inc.

18 East 50th
ELdorado 5-1860

The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 8-0850. Hudson F. Meyer, Vice-President; Ruth D. Folster, Space-Time Buyer; Charles Fritzsche, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing. Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

•

Carr & Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Charles Stark, President; Thomas S. Carr, Vice-President. SERVICES OFFERED: Complete radio and television services and staff, programs for both media prepared and executed, scripts, programs built and produced, time buying, transcription building for retail or national spot campaigns, open end transcriptions, syndicated shows, musical jingles.

•

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, WIsconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Editor, Cecil Secrest; Production Manager, Quentin Gulliver. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

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Mary D. Chase

234 West 44th St., New York 18, N. Y. Phone CHickering 4-5141. Mary D. Chase, Program Producer; Edward Hall, General Manager. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

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Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler. SERVICES OFFERED: Recording, scripts, talent, program production, sound-slide.

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Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. BRANCH OFFICE: 6331 Hollywood Blvd., Hollywood 28, Calif., Leslie Clucas, Owner. Phone, Hollywood 5111. SERVICES OFFERED: Program production of package shows and talent representative.

•

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

•

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, Mrs. Russell C. Comer. SERVICES OFFERED: Production of syndicated programs and serials.

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Commercial Broadcasting Services, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

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The Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper. BRANCH OFFICE: 14 N. Western Ave., Chicago 12, Ill. Phone, Monroe 9060. Gertrude R. Cooper, Secretary-Musical Director.

•

Louis G. Cowan, Inc.

250 W. 57th St., New York, N. Y. Phone, CIrcle 6-4864. Louis G. Cowan, President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, General Manager; Daniel Saidenberg, Music Director; Eliza Merrill Hickok, Publicity Director; Rachel Stevenson, Research Director; Mary Watt, Program Coordinator. BRANCH OFFICE: 8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. John B. Lewellen, Vice-President. SERVICES OFFERED: Production package programs for network broadcasting, production transcription programs, program consultants.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Cruger Radio Productions

5800 Carlton Way, Hollywood 28, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Musical Director, Darrel Calker; Production and Talent, John Carrington; Script Editor, Charlie Paul; Writers, Walter Jensen, Al Hill, Jr. BRANCH OFFICE: 25 West 70th St., N. Y. 23, N. Y. Executive-in-Charge, Emil Zubryn.

•

Patrick Michael Cunning Television Productions

(Stage 8) 6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. Patrick Michael Cunning, In-Charge-of-Production; Marcia Drake, Associate on Production; William E. Smith, Telecinographer; Bert Wrench, Telecine Editor; Arthur Eddy, Director of Public Relations. SERVICES OFFERED: Production of telecine films and live-action teleserials, telefeatures, and telecommercial spots.

•

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon; General Manager, B. J. Humphries. SERVICES OFFERED: Studio and portable transcribing, re-recordings and vinylite pressings, program and announcement production, sound amplification equipment leased.

•

Mac Davis Sports Features

1 Montgomery Place, Brooklyn, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Complete building service for all types of sports programs, ideas, scripts, talent, production of live and transcribed shows for national, regional or local use, syndicated sports-script service.

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Jerry Devine Productions

230 Park Ave., New York, N. Y. Phone, MUrray Hill 4-4243.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

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Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

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East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

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Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

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B. Ellis Associates Radio Productions

11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862-3. Bruce Ellis, Director. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants, transcriptions.

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W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

LOUIS G. COWAN

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Chicago 3
8 South Michigan Avenue, Randolph 2022

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Helen D. Kelleher; Vice-President, Fred de Jaager; Secretary, Arthur Lubo. SERVICES OFFERED: Transcription and production of transcribed shows.

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Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan; Alfred J. Lewis, Manager. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

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Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

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Fanchon & Marco (F & M Stageshows, Inc.)

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent, Package Shows.

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Fenton Productions

38 E. 57th Street, Ney York 22, N. Y. Phone, PLaza 3-1030. Mildred Fenton, Kay Elliot, Mark Goodson, Grace King. SERVICES OFFERED: Package Productions.

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Film Associates Co.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. Owner, E. Ray Arn, Jr.; Sound Engineer, R. D. Higgs; Director, J. Swank. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings. Producers of industrial motion pictures.

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Five-Minute Features

822 South Park View, Los Angeles, Calif. Director, Cal Frederick (Services, Script).

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6373. H. E. Foster, President; T .J. Quigley, Radio Time Buyer; W. R. T. Cory, Commercial Script Writer; J. R. K. Taylor, Script, Continuity and General Publicity Writer; C. Ralph, Account Executive — Radio. BRANCH OFFICES: 718 Sun Life Bldg., Dominion Square, Montreal. Phone, Belair 1984. J. C. Nicholls, Rep. 119 W. Pender St., Vancouver, B. C. Larry Webster, Rep. 612 Barrington St., Halifax, N. S. Ervin S. Murray, Rep. SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

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Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson. SERVICES OFFERED: Dramatizations, electrical recordings, complete production, radio shows.

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Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Tom Kettering; Secretary and Treasurer, B. W. Frederick; Manager of Radio Department of Hollywood office, Bill Peck. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Ill. State 0003. Vice-President, W. Carl Snyder. 8584 Sunset Blvd., Hollywood, Cal. Crestview 1-6244. President, L. A. Frederick. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, talent. Also complete spot announcement services.

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Frontenac Broadcasting Agency

394 Bay St., Toronto, Ont. Phone, Waverly 4635. G. J. Carter, Managing Director; R. Munro, Account Executive; A. R. Robertson, Account Executive; R. Howe, Account Executive; June Beavan, Continuity Editor. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

JERRY DEVINE PRODUCTIONS

MEMBER OF
RADIO WRITERS' GUILD

MEMBER OF
RADIO DIRECTORS' GUILD

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 4-6148. President, Allen A. Funt (on leave with U. S. armed forces); Vice-President, Dorothy Funt; Manager, Jack Farnell. SERVICES OFFERED: Syndicated programs, program production.

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Gale, Inc.

48 West 48th St., New York, N. Y. Phone number LOngacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

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General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. Thomas G. Rockwell, President; Ben Bodec, Executive In Charge of Radio. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Executive-in-Charge, Bob Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

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General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions. production, script, recording talent, off-the-wire and off-the-air recordings.

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William Gernannt

6330 West Olympic Blvd., Los Angeles 36, Calif. Phone, Wyoming 6021. SERVICES OFFERED: Package shows, production.

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John Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-6402. Owner, John Gibbs. SERVICES OFFERED: Program production, scripts, talent representation.

Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

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Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WIckersham 2-3338. Harry S. Goodman, General Manager-Program Director; William Fender, Assistant Program Director; H. Knuth, Production Manager; E. Goodman, Sales Manager. BRANCH OFFICE: 206 S. Spring St., Los Angeles, Calif. George Ruthenberg, West Coast Manager. SERVICES OFFERED: Syndicated transcribed shows. Custom-built programs and spot announcements. Live program packages and Television programs.

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Gordon Broadcasting & Publishing Co.

356 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

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Gordoni Radio Productions

1258 S. Michigan Ave., Chicago, Ill. Phone, Webster 2161, Wabash 5270. Lilla Gordoni, owner; Stan Gordoni, Manager; Al Halus, Dramatic Director; Beverly Ruby, Assistant Dramatic Director; Grace Ingram, Musical Director; Virginia Urban, Registrar - Secretary. BRANCH OFFICE: 201 W. 49th St., New York. Julia Heath, Booking Agent. SERVICES OFFERED: Talent, Script, Production, Transcription and Recording Services. Big City Parade Transcribed Show. Radio and Television School. Courses in Acting, Announcing, Singing. Approved for Veterans. Placement Service.

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Personal Representation and Management

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John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, Granite 4185. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Assistant Producer, Gertrude Borne; Business Manager, Eleanor Brockhoff; Expediter, Evelyn Neff; Publicity, Irvin Atkins; Children Supervisor, Virginia Barnett; Writers, John Murray, Jack Stanley, Walter Guedel, Poot Pray, John Guedel.

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Melchor Guzman Co., Inc.

45 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 7-0624. Vice-President in charge, A. M. Martinez.

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Leland Hayward, Inc. (MCA Management, Ltd.)

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. BRANCH OFFICE: MCA Artists, Ltd., 9370 Burton Way, Hollywood, Calif. Phone, Crestview 6-2001. SERVICES OFFERED: Program production.

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George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer: Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

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Arthur Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone, HAvemeyer 3-6729. SERVICES OFFERED: Creation and production of package shows, spot announcements, scripts.

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Hispano Spanish Broadcasting Co.

105 E. 1st Street, Los Angeles 12, Calif. Phone, Mi 4433. President-General Manager, Tony Sein; Vice-President-Secretary, H. Valenzuela; Musical Director, Fortuno Tinoco; Script Department, Beatriz Gurrola; Technical Department, J. I. Medina. SERVICES OFFERED: Spanish program production or participation.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. William F. Holland, Owner-Buyer; D. E. Holland, Office Manager; B. J. Holland, Production Manager.

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Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

Lu Howard Radio Productions, 1674 Broadway, New York, N. Y. Phone, CIrcle 6-4268. President, Lucille Howard; Vice-President and Treasurer, David S. Bernard; Vice-President and Secretary, Sunny S. Banks; General Manager, Douglas M. H. Chandler. SERVICES OFFERED: Radio production transcriptions, script service, package and custom built shows, personal and representative of talent.

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Hummert Radio Features

247 Park Ave., New York, New York. Phone, WIckersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. General Manager, Charles Leib. SERVICES OFFERED: Creators and producers of network radio productions.

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Inter-California Broadcasting System

253 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs. over Radio Station XEGM.

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International Productions, Ltd.

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; A. R. Tidy, Radio Executive; R. J. Sloane, Recording and Transcription Division; R. Flook Sound Engineer & Public Address Equipment; Gordon Howard,

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Chicago, Illinois
Superior 0100, Ext. 326

36 West 44th Street—N. Y. C.
MUrray Hill 2-8198-9

Script & Commercial Copy Writer; Edith Roynon, Script Production. SERVICES OFFERED: International Productions is formed for the production of radio programs, both live and transcribed. Other activities range from flash announcements to one hour symphony programs.

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International Radio & Television Features

152 E. 53rd St., New York, N. Y. Phone, Plaza 5-5781. Managing Director, Jack H. Lloyd. SERVICES OFFERED: Production of live and transcribed programs, jingles and spot announcements for radio and television, program ideas and consultation, package shows, foreign language continuity.

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Harry R. Jacobs Productions

8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

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Estella H. Karn

49 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

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Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Recording Manager, Richard Hutchinson; Production and Talent, Vernon W. Rich; Production and Scripts, Wilfred S. Baetz. BRANCH OFFICE: 1121 Vermont Ave., N.W., Washington, D. C. Phone, District 1640, Harry Penn, Joe Tate, Eugene Rosen. SERVICES OFFERED: Custom built live talent and transcribed shows; syndicated transcribed programs; studio recordings; air checks; remote recordings; musical library; production; scripts.

Kaye-Martin Productions, Inc.

36 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-8198. BRANCH OFFICE: Tribune Tower, Chicago, Ill.

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Kent-Johnson, Inc.

34 West 53rd St., New York 18, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production. Program consultants.

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Kermit-Raymond Corporation

14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge Vice-President & General Manager, Raymond R. Green. REPRESENTATIVES: Music Corporation of America Offices; 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Maurie Lipsey, MCA Square, Beverly Hills, Calif., Phone, Bradshaw 2-3211, Hal Hackett, Scrappy Lambert. Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. DeArv G. Barton, Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448, Norman Steppe. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

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Sam Kerner, Inc.

8272 Sunset Boulevard, Hollywood 46, Calif. Phone, Hempstead 1813. President, Sam Kerner. SERVICES OFFERED: Manage radio artists and programs; personal representative of talent, writers, directors, etc.

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Bob Kerr

1270 Avenue of Americas, New York, N. Y. Phone COlumbus 5-8051. Arthur Miller, Publicity. SERVICES OFFERED: Radio production and talent representation.

RADIO TELEVISION TRANSCRIPTIONS

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J. GERSON SHAFF

Certified Public Accountant

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King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Secretary, Howard O. Pierce; Advertising-Sales Promotion-Publicity Manager, William J. Hendricks. REPRESENTATIVE: Station WOOD, National Bank Bldg., Grand Rapids, Mich. Phone, 94211; Stanley W. Barnett, Manager.

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Raymond Knight Productions, Inc.

44 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-8060.

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Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb.

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C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

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Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

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The W. E. Long Co.

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; C. T. Sweeney, Office Manager; Harold R. Gingrich, Chief of Copy; Paul Quam, Hollywood Producer.

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Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, WIckersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

Script ASSOCIATES
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1946 HIGHLIGHTS:
• MORNING TOAST SCRIPT
• WHO'S NEW
• LINES FOR LIVING
• FIVE MINUTE FEATURES

HENRY SOUVAINE, INC.

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30 Rockefeller Plaza, New York 20, N. Y.

CIrcle 7-5666

radio production

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in all its phases

EDWARD WOLF
General Manager

420 MADISON AVE. NEW YORK CITY PLaza 5-7620

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical programs; recording studios.

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The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, E. Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 222 Huron St., Toledo, Ohio. Phone, Main 1863. Paul Spor, Ohio Rep. SERVICES OFFERED: Complete production of Transcriptions and package shows, research and commercial copy service.

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Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

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Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

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Fred C. Mertens and Associates

323 South Soboba St., Helmet, Calif. Phone, Helmet 4769. Fred C. Mertens, President; George L Price, Program and Scripts Departments; Stuart S. Shackelton, Sales; T. H. Smith, Secretary. BRANCH OFFICE: 946 S. Normandie Ave., Los Angeles, Calif. Phone, Federal 7372, George L. Price. SERVICES OFFERED: Program productions, transcriptions, commercial copy service.

A complete organization geared to serve agencies in the production and presentation of outstanding radio programs.

RWW

ROGER WHITE PRODUCTIONS, INC.

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Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson; Export Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Harry Gennett, Jr. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow," Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

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Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-5421. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production and announcers training.

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Allan Miller Agency

Suite 308 Bell Bldg., Toledo, Ohio. Phone, Garfield 8603-4. Allan H. Miller, President-General Manager. SERVICES OFFERED: Package shows, live talent and transcriptions.

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Moonbeams Broadcasts, Inc.

8 West 45th St., New York 19, N. Y. Phone, MUrray Hill 2-7471, 7472. President and Treasurer, George Shackley; Secretary-General Manager, Lillian Stewart. SERVICES OFFERED: Musical and script programs, talent.

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Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; General Manager, R. E. Messer. Account Executives, Robert Temple and Carl Kulberg; Copy Chief, Audrey Kuthe; Production Manager, Ruth Johnson; Account Executives, James McCleery, Robert Raisbaeck, Lucille Hobson. BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-Charge), M. Lewis Goodkind. SERVICES OFFERED: General advertising, merchandising and radio production.

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William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

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Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif. Carlton E. Morse, Owner.

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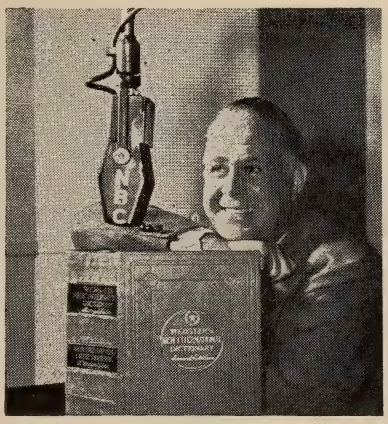
Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-General Manager, Donald C. Jones; Secretary & Office Manager, J. J. Lloyd; Sound Technician, Robt. Haviland; Director, C. A. Meyers; Editorial, Robert A. Godley.



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745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President-Director, Harold Hackett; Vice-President, Herb Rosenthal. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Vice-President, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Vice-President, Taft Schreiber, 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commercial Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

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Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Complete service on musical spot programs. Wendell Hall, 5 minute and 15 minute, one-man show transcriptions.

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Muzak Corporation

151 W. 46th St., New York, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President and Chairman of the Board; K. R. Smith, Vice-President; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Vertical and lateral recordings, studio and off-the-line recordings, recording service for advertisers and agencies, custom-built recordings, pressing and processing.

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E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIrcle 6-8861. General Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. BRANCH OFFICE: Hollywood-Drake Hotel, Hollywood, Calif. Phone, Hollywood 2241. E. K. Nadel, Executive Manager. SERVICES OFFERED: Ideas, writer, talent, radio and television shows from A to Z.

FENTON PRODUCTIONS

38 E. 57th St., New York City *PL. 3-1030*

Management
CENTURY ARTISTS

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, W. P. Haye; Advertising and Promotion, William R. Seth; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Woods; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Ward Hubbard; Taylor and O'Farrell Sts., San Francisco, Calif. Phone, Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

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National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington, 9059 Sunset Blvd., Los Angeles, Calif. Crestview 1-7121. Manager Helen Ainsworth, 79 Post St., San Francisco, Calif., Phone, Exbrook 8033. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

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National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

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ed cashman

HOLLYWOOD

National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 2-7854. Allen I. Stock, General Manager; Virginia D. Mann, Office Manager; R. Wilbur Smith, District Manager. SERVICES OFFERED: Special promotions and individualized campaigns for Radio Stations, "with specially produced, constructed and recorded radio productions carrying magnetic ideas, that bring both new listening audience, plenty of mail and additional prestige for the radio station. Sold to industrial, professional and business firms who ordinarily never use the radio or buy time from their immediate station." Now, "Veterans of Victory" produced in behalf of the veterans.

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Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Owner, John Neblett; Sales Promotion Manager, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

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Pan American Broadcasting Co.

330 Madison Ave., New York 17, N. Y. Phone, MUrray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill., Phone, State 5096; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. Phone, Granite 6113. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields. Radio station representatives.

•

Jack Parker & Associates

Box 2222, Hollywood Calif. Phone, Granite 7584; Hillside 9931; Citrus,

Allan H. Miller

Radio
Sales
and
Production

Producing
The Optimist Program
Cathedral Hour
Home Service Hour
Youth Clinic

Allan Miller Agency
Suite 308 Bell Bldg.
Toledo 2, Ohio

2-1607; Citrus 1-8536. Jack Parker, President; Don Maters, Vice President; Hortense Reed, Station Relations Manager; Ross Van Neibroc, Script Editor; Harold L. Graham, Music Editor; Art Elgin, Recording Manager; Betty Underwood, Program Manager; Producers: Jack Parker, Garland Brunton, Ross Van Neibroc; Script Writers: Ross Van Neibroc, Jack Parker, Garland Brunton, Hortense Reed, Betty Underwood. BRANCH OFFICES: 102 N. Brand Blvd., Glendale, Calif. Phone, Citrus 2-1607, H. L. Graham, Manager, 1723 N. Highland Ave., Hollywood 28, Calif., Phone, Hillside 9931, Garland Brunton, Manager, Box 651, Beverly Hills, Calif.; Betty Underwood, Manager. SERVICES OFFERED: Custom-built programs, program production, recording, scripts, direction, radio relations (special publicity for radio stations, advertisers, talent). Syndicated transcriptions, television films made especially for television release. Television promotion designed for advertisers using television and for television stations. (Owners of Television Films of America) (TFA).

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 9, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle." Specialist in custom built programs for trade groups.

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Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WIsconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

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Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily A. Mikolajczak; Matt Korpanty, Program Director; Walter Orezelski, Translator and Editor. SERVICES OFFERED: Program production (Polish).

TEN HALF HOURS PER WEEK

COAST-TO-COAST*

(We have one program left
if you want to take a chance.)

JOHN GUEDEL RADIO PRODUCTIONS

TAFT BLDG. — HOLLYWOOD

* Actually Five of 'em are for the same sponsor, but This Sounds more impressive, don't you think?

Daily
Broadcasting
+ Plus +
Merchandising

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FOOD PRODUCTS

DR. WALTER H. EDDY, *Pres.*
ROBERT A. BORIES, *Gen. Mgr.*

1.
on 19 stations of
YANKEE NETWORK
through New England
rated 3.2 Hooper
Food and Home Forum
featuring
Dr. Walter H. Eddy

2.
WOR
"Ask Dr. Eddy"
sensational new quiz
rated 2.7
2,000 letters a week
Monday thru Friday
4:30-5 P.M.

3.
(TRANSCRIBED)
"Ask Adrienne" —
The Hollywood star
Adrienne Ames answers
huge mail daily with
Vernon Radcliffe

4.
WHN
"Ask Ella Mason"
Noted home economist
answers questions on
home and kitchen
Monday thru Friday
1-1:30 P.M.

Inquire about these
propulsive features for
your product. Other
programs and transcriptions
509 MADISON AVE., NEW YORK 22
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PIANO PLAYHOUSE

WITH

MILTON CROSS

THE

"PIANO PLAYBOYS"

"CY" WALTER

"BILL" CLIFTON

LESTER CROSLEY

AND

EARL WILD

WRITTEN
PRODUCED
DIRECTED
BY
MAGGY FISHER

ABC-COAST-TO-COAST

1943 — 1944 — 1945 — 1946

Premier Radio Enterprises, Inc.

3033 Locust St., St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President-Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary-Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

•

Press Association, Inc. (A. P. Radio Productions)

50 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Located in 100 principal cities. SERVICES OFFERED: Net work, local and transcribed radio programs.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

•

Prockter Radio Production, Inc.

250 W. 57th St., New York, N. Y. Phone, CIrcle 6-4091. President, Bernard J. Prockter. SERVICES OFFERED: Creation, production and advice on network programs. Package network programs.

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Progressive Radio Advertising Co.

260 E. 161st St., New York, N. Y. Phone, MElrose 5-5522. Lido Belli, Owner - Producer - Director. SERVICES OFFERED: Italian language programs, production and talent.

Lu Howard Radio Productions

A new package agency designed to bring you programs of artistic excellence and high commercial value.

General Manager:

DOUGLAS M. H. CHANDLER

1674 BROADWAY NEW YORK

Radio Centre Limited

64 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

•

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

•

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

Radio Production Service

501 Madison Ave., New York, N. Y. Phone, PLaza 3-8940. Irene Beasley, General Manager; Helen Porretto, Assistant General Manager. SERVICES OFFERED: Complete radio package shows, live or transcribed.

•

Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285. Directors, Ted Mack, Arnold Rittenberg. SERVICES OFFERED: Package shows: variety, dramatic, musical and audience participation. Spot Announcements. Complete production: research, scripts, music, commercial copy.

•

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Baillets; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

RADIO PRODUCTION

Richard Stark & Co.

30 Rockefeller Plaza

New York 20, New York

CIrcle 6-7337

CARLO

DE

ANGELO

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

•

Richman-Sandford Productions

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Owners, Bill Richman and Howard Richman; Personnel Director, Rita Katzer; Research Director, Howard T. Longfellow; Supervising Director, Howard Richman; Supervising Writer, Bill Richman; Music Director, Hal Levey. SERVICES OFFERED: Radio and television program production, transcriptions, script service, "package" and custom-built shows, writers' representatives, international script and program service.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; Factory, 2022 Sansom St., Philadelphia, Pa. Phone, Locust 4731. John Hilldale, Engineer. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production. Manufacture "Precision Turntable" and recording machines.

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Rockhill Radio

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. BRANCH OFFICE: 188 West Randolph St., Chicago, Ill. SERVICES OFFERED: Live and transcribed program production.

UNIVERSAL RADIO PRODUCTIONS

(Les Mitchel)

★

"THEATER OF FAMOUS RADIO PLAYERS"

CUSTOM BUILT SHOWS

UNIVERSAL RADIO PRODUCTIONS
8851-53 BEVERLY BOULEVARD
HOLLYWOOD 36, CALIF.
TELEPHONE CRESTVIEW 1-5275

CHICK VINCENT COMPANY

Radio Productions

"CHARLIE CHAN"

WJZ 7:30-8:00 P.M.—Thursday

ASSOCIATES

N. Ortof, Casting Director
A. Bester, Writer
A. Helfer, Announcer

509 Madison Avenue, New York City
EL. 5-0734

Rocky Mountain Radio Council

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Jack Weir Lewis, Production Director; Thomas H. Harvey, Engineer; Bob Fitzmorris, Engineer; Nancy Reid, Secretary. SERVICES OFFERED: Production of Public Service programs in Colorado and Wyoming. This organization works with its member agencies, consisting of educational and civic organizations, colleges, public schools systems, etc.

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Runyon-Guggenheim Enterprises

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hempstead 4133. Partners, Jack W. Runyon. Robert Guggenheim, Jr. SERVICES OFFERED: Radio and Television production (English, Spanish, Portuguese). Proved and tested radio productions for Latin America. Radio package sales agency. New idea development.

Saltimieras Radio Advertisers

6912 South Western Ave., Chicago 36, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Directress, Pearl Johanson; Music Librarian, Matilda Kuoga; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (fully-talented programs) in English and in foreign languages.

•

James L. Saphier Agency

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, Owner; Associates: Tom Fizdale, James Doane. SERVICES OFFERED: Sales and production of package shows and talent.

•

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Director, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, off air checks.

PHIL COHAN

Producer

"Durante-Moore Show"

C B S

for

Rexall Drug Stores

TED COTT

M. C. "So You Think You Know Music?"
Friday 8:30-9:00 P.M., Mutual, coast-to-coast.
Program Director: WNEW, N. Y.
Publicity: FRED STENGEL

Bernard L. Schubert, Inc.

509 Madison Ave., New York, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower, Daniel S. Kampel. SERVICES OFFERED: Talent management and program production.

•

Sellers Co.

912 Commerce St., Dallas, Texas. Phone, C-5978. Manager, J. E. Sellers. SERVICES OFFERED: Transcripting recording-programs produced for transcriptions and for live broadcasts several hours daily. Large recorded Hillbilly Library from which programs may be recorded to advertisers' requirements.

•

Sesac, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. Canadian Representative, Gordan V. Thompson, Ltd., 193-197 Yonge St., Heintzman Hall, Toronto, Ontario. Foreign Representative Charles Michelson, 67 W. 44th St., New York 18, N. Y. SERVICES OFFERED: Transcribed library, package shows.

•

Edward Sloman Productions

1654 Cherokee Ave., Hollywood 28, Calif. Phone, Granite 6412. Producer-Director, Edward Sloman; Charles Whittaker, Writer; Mrs. Edward Brylant, Advertising Copy Writer. SERVICES OFFERED: Transcribed radio productions in half-hour, fifteen minutes and five minute programs. Also produce transcribed programs to order.

•

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore.

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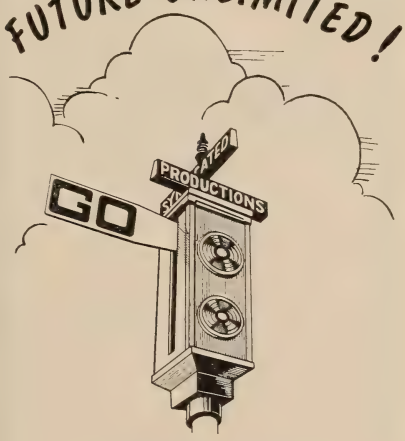
KEEPERS

MAGGY FISHER

FUTURE UNLIMITED!



PRODUCER'S REPRESENTATIVES
PACKAGED SHOWS — DRAMATIZED SPOTS — SCRIPT SERVICE

SYNDICATED RADIO PRODUCTIONS

HOLLYWOOD CENTER BUILDING • HOLLYWOOD 28, CALIFORNIA • TELEPHONE HOLLYWOOD 3636
812 ROBINS STREET • VANCOUVER, B. C., CANADA • TELEPHONE MARINE 1271

Sound Studios, Incorporated

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Chief Engineer, Steve Carpenter; Office Manager, Jean Fisher. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th Street, New York, N. Y. Phone, BRyant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, D. Vanston. SERVICES OFFERED: Transcriptions, program production.

•

The Sound Workshop

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, BRadshaw 2-1233. Owner, Producer & Director, Robert E. Grey; Casting, J. R. Lorenz; Script, S. H. Jerome, Antony Ellis; Sound, O. J. Vital. SERVICES OFFERED: All types recording, complete program production, transcriptions, phonograph records, etc.

The TED MACK Company

SPOTS • TRANSCRIPTIONS • LIVE SHOWS

Now Available

- WHAT D'YA KNOW?
  A 25 second Transcribed Feature
- OPPORTUNITY KNOCKS
  An unusual Live Talent Show
- COLLEGIATE AMERICA ON THE AIR
  New Technique in College Competition
- THE WHOPPER DERBY
  Audience Participation Quiz
- THE COUNTRY SQUIRE
  New England. Each Story Complete.
- ALBUM OF INSPIRATION
  Words and Music to Inspire
- THE KITCHEN CLUB
  Ladies Daytime Participation
- THE MAN WHO CAME TO OUR TOWN
  Continuing Story of Tolerance

4 EAST 53rd ST., N. Y. C. PLaza 5-3285

Service Programs

535 5th Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. CIrcle 7-5666. Henry Souvaine, Russell E. Dill, Ralph Starr Butle, Jr., Harold V. Milligan. SERVICES OFFERED: Package shows (live and transcribed) for radio and television, scripts, production, public relation consultants.

•

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-7337. President, Richard Stark; Executive Vice-President, Fred Weihe; Vice-President, Hazel Weihe; Secretary - Treasurer, William Meeder. SERVICES OFFERED: Program builders, producers, and consultants.

MARY HOWARD RECORDINGS

37 East 49th Street, New York 17, N. Y.

Phone: PLaza 3-4800, Extension 47

★

SERVICES:

Off-the-Air and Off-the-Line recordings.

Auditions, spot announcements and all associated services.

Composite dubbings.

Studio time by appointment only

Irving Strouse

151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

•

Syndicated Radio Productions

Hollywood Center Bldg., 1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Richard E. Gresham, Manager. BRANCH OFFICE: 812 Robins St., Vancouver, B. C., Canada. Phone, Marine 1271. John N. Hunt, Manager. SERVICES OFFERED: Producers sales representatives. Package shows, dramatized spots, script service. Sales staff covering western half of U. S. and all of Canada.

•

Telecast Productions, Inc.

101—5th Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

For a campaign in your city . . .

"Veterans of Victory"

It's a sensational new production! Write or wire direct to . . .

ALLEN I. STOCK, Gen. Mgr.

National Radio Features

100 State Street

Albany 7, New York

—COAST-TO-COAST—

Time, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 5-4400. Director of Radio Programs Department, Frank C. Morris. SERVICES OFFERED: Transcribed programs, Time Views the News-a-Monday through Friday newscast.

•

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

•

Transcribed Radio Shows

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore. SERVICES OFFERED: Custom-built shows, spot announcements, production, listener participation, transcribed programs, script writing.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

PAUL GIRARD
EXECUTIVE PRODUCER

ALEXANDER LEFTWICH, Jr.
DIRECTOR

LOUIS M. HEYWARD
SCRIPT

★★★ STAR TIME
★★★ SPORTS STAR SPECIAL
★★★ SPECIAL ASSIGNMENT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Transvideo Film Productions, Inc.

112 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-6628-9. Herbert Sandler, President; Ethel Sandler, Vice-President-Secretary; Beatrice P. Cunningham, Treasurer-Production Manager. SERVICES OFFERED: Television film production exclusively. Complete production facilities for agences and sponsors for television trailers, hitch-hikes and spot announcements as well as complete television programs on films. Television transcriptions produced in accord with the critical technical requirements of Television Film scanning. 24 Hour news film coverage for television stations. Television audition transcriptions.

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United Press Radio Shows

220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research.

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United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Chief Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and shortwave broadcasts.

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Universal Radio Productions

8853 Beverly Blvd., Hollywood 28, Calif. Phone, Crestview 1-5275. Sales Manager, Edmund Johnson; Production Manager and Director, Les Mitchel; Office Manager, Jack Brandt. BRANCH OFFICE, 430 N. Michigan Ave., Chicago, Ill. Phone Superior 3933. SERVICES OFFERED: Complete and open-end transcription service.

•

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

Videor Productions (Div. of Videor Enterprises)

1629 Chestnut St., Philadelphia, Pa. Phone, Rittenhouse 6378. Franklin O. Pease, General Manager; Al J. Monck, Director of Production. SERVICES OFFERED: Program production, script service, Radio and Television program brokers.

•

Chick Vincent & Company

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

•

Owen Vinson & Co.

5042 Los Feliz Blvd., Hollywood 27, Calif. Phone, Normandy 1-8897. Owen Vinson, Producer-Director, Pauline Hopkins, Writer. SERVICES OFFERED: Free-lance writing and directing. Package shows or shows built to order.

•

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager, J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

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WADC Cleveland Studios

241 Euclid Ave., Cleveland, Ohio. Phones DI. 7571, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production and transmission of foreign-language religious and English programs.

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Tom Wallace Radio Productions

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

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Ed. J. Weber

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. General Manager of "Can You Top This?"

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. SERVICES OFFERED: Program production.

•

Roger White Productions, Inc.

Hotel Beverly, 125 E. 50th St., New York, N. Y. Phone, PLaza 5-3560. Radio Producer, Roger White; Program Director, Marilyn Brant; Talent and Casting Director, Kermit Schafer. SERVICES OFFERED: Complete organization geared to serve agencies in production and presentation of outstanding radio programs.

•

Lou Winston: Radio Producers of Hollywood

908 No. Western Ave., Hollywood 27, Calif. Phone, HOllywood 6506. Owner, Lou R. Winston; Assistant Manager, Miss R. Baxter. SERVICES OFFERED: FM producers, transcribed feature open end productions. Leased for broadcasting to stations, individual shows, a group of shows, or the complete catalogue.

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Wolf Associates, Inc.

420 Madison Av.e, New York, N. Y. Phone, PLaza 5-7620. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

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World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)
711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Manager, Program-production, Herb Gordon; Sales Promotion Manager, Steve Girard; Chief Engineer, Charles Lauda, Jr.; Radio Director, John N. Gunn. BRANCH OFFICES: Chicago, 301 East Erie St., Chicago 11, Ill. Phone, Superior 9114. W. C. Hutchings, resident manager; Hollywood 1000. N. Seward St., Hollywood, Calif.

Carter Wright Radio Television Studios

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Patricia Powers, Secretary. SERVICES OFFERED: Transcriptions—all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

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Frederic W. Ziv Company

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. F. W. Ziv, Partner; M. R. Ziv, Partner. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. John L. Sinn, Partner; 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager, 203 N. Wabash Ave., Chicago 1, Ill.; Alvin Unger, Manager. SERVICES OFFERED: Live talent and transcribed programs.

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.
The local sports commentator becomes part of the show through a unique new technique called "Cue-In."
"Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

THE SHORTEST DISTANCE

BETWEEN TWO POINTS

IS YOUR LINE TO

COLUMBIA TRANSCRIPTIONS

NEW YORK · 799 Seventh Ave. · CIrcle 5-7300

HOLLYWOOD · 6624 Romaine St. · GRanite 4134

Transcription Companies

Acoustic Equipment Company

323 Walton Building, Atlanta, Ga. Phone, WAlnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

Advertisers Recordings Ltd.

633 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service to the following Montreal agencies: Cockfield Brown & Co., J. Walter Thompson Co., McKim Advertising Ltd., J. J. Gibbons Ltd., MacLaren Advertising Co. Ltd., Ronalds Advertising Ltd., Canadian Advertising Agency Ltd., McConnell Eastman & Co. Ltd., Harry E. Foster Agencies, Harold F. Stanfield Ltd.

Advertisers Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F. Herbert; S. W. Caldwell, F. W. Cannon. BRANCH OFFICES: 1012 Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 1001 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 198 W. Hastings St., Vancouver, B. C., Canada. Phone, Marine 9542. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. D. K. Broadhead, manager. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

American Royal Productions

7928 Michigan Ave., Oakland 3, Calif. Phone, Higate 5433. M. Scott Weakley, Manager; M. W. Mugan, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, hi-fidelity domestic and international short-wave aircheck service.

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

Asch Recording Studios

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

Associated Program Service, Inc.

25 W. 45th St., New York, N. Y. Phone, Bryant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Transcription Library (vertical).

Associated Radio-Television Productions

11 West 42nd St., New York 18, N. Y. Phone, LO 5-3710. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox.

"This is the NBC Radio-Recording Division" . . .

NBC THESAURUS, NBC SYNDICATED PROGRAMS . . . NBC CUSTOM-BUILT RECORDING—three distinct services to the radio industry, advertising agencies and advertisers . . . and in all three of these NBC Radio-Recording fields it's easy to recognize the same incomparable talent, casting, directing, engineering and ultra-modern facilities identified with NBC Network shows . . . the same unfailing popularity.

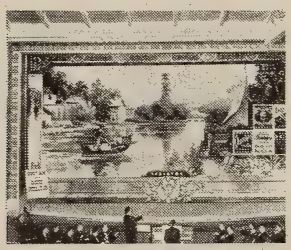
Just a few of the shows produced and recorded by NBC in each of these classifications is shown on these pages . . . all combine superb entertainment and mass appeal for the mass medium—radio. For example:

NBC *Thesaurus*—AMERICA'S NO. 1 MUSICAL PROGRAM SERVICE

THE MUSIC OF MANHATTAN . . . every feature of top network variety shows from 30-piece dance orchestra to jazz combos.

ALLEN ROTH AND THE SYMPHONY OF MELODY . . . brilliant orchestral arrangements . . . superb vocals.

THE JUMPIN' JACKS WITH PATTI DUGAN . . . one of the greatest assemblages of jazz musicians on the air today.



MUSIC HALL VARIETIES . . . early and delightful vaudeville arrangements directed by "Professor" Patrick Ciricillo.

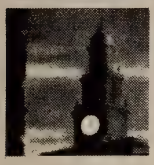
THE SALON CONCERT PLAYERS . . . Max Hollander and 25 network musicians present concert favorites.

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC with 25 outstanding strings of NBC Symphony Orchestra.

NBC THESAURUS provides, at low cost, expensive vocalists, "name" musicians and arrangements equaling big commercial nighttime shows plus this unmatched service: Exclusive artists and arrangements . . . enough selections by every artist for long-range programming . . . full-range NBC Orthacoustic recording . . . non-breakable vinylite records for noiseless reception . . . complete cataloging system for records and selections. This is NBC THESAURUS . . . perfect for the exacting standards of FM and for greater latitude in AM broadcasting.

NBC Syndicated Programs

THE PLAYHOUSE OF FAVORITES... dramatizations of the stories of Dickens, Tolstoy and others.



THE HAUNTING HOUR..."Mystery at its Best"... original stories and best radio talent.

ART VAN DAMME QUINTET WITH LOUISE CARLYLE ...the biggest, little musical on record.

FIVE MINUTE MYSTERIES... midget package with a giant punch... clever production pattern.

TOBE'S TOPICS... Tobe, fashion authority, discusses subjects of feminine interest.

MERCER McLEOD, THE MAN WITH THE STORY... dramatizes strange and unusual tales.

NBC SYNDICATED PROGRAMS build local prestige for *national* advertisers who want to spot certain markets... *regional* advertisers whose distribution prohibits the use of networks... *local* advertisers who want "name" shows at nominal cost.

IN THE PROGRAM CENTER OF RADIO, advertisers who want their own custom-built programs... from spot announcements to half-hour productions... specify the facilities of the Recording Sales Department. An experienced staff does the entire job... from idea to finished pressing. Recording Sales also furnishes such services as studio rental, recording and manufacturing of agency-produced shows, instantaneous recording or off-the-line recording for advertisers, agencies and talent.

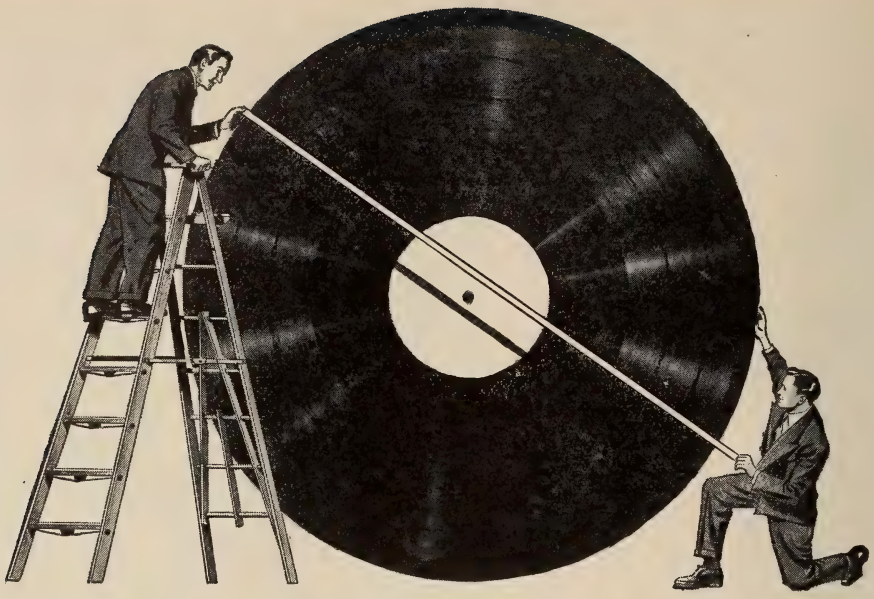
REMEMBER—Unexcelled radio-recorded programs and the most complete recording service available for every type of client—"***This is the NBC Radio-Recording Division***"...

NBC ***RADIO-RECORDING DIVISION***

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco



How to measure the best

For transcriptions
For high-speed processing
For vinylite pressings
For phonograph records

. . . there are two reasons why Muzak rates tops with so many leading agencies, transcribed show producers and radio stations:

1. Fastest service in the world
2. Finest quality obtainable

Try Muzak . . . and see if any other service measures up to Muzak standards!

Unexcelled in modern facilities and master craftsmanship, Muzak is equipped to supply both Vertical and Lateral Cut transcriptions . . . reference recordings . . . line recordings for supplemental radio coverage.

Send us your "acetate" masters for top-speed, top-quality processing and pressing. We use only gold sputtering, high-speed plating, and press exclusively from highest grade Vinylite resin.

Next time . . . make it Muzak. A *plus* for AM, a *must* for FM!

*Muzak** TRANSCRIPTION DIVISION

Licensed under U. S. Patents of Western Electric Co., Inc.

*Reg. U.S. Pat. Off.

STUDIO and RECORDING FACILITIES

NEW YORK
151 West 46th St.
BRyant 9-1247

CHICAGO
La Salle Wacker Bldg.
Central 5275

PROCESSING and PRESSING PLANT

NEW YORK
250 West 54th St.
COlumbus 5-8552

Audio-Scriptions, Inc.

1619 Broadway, New York 19, N. Y. Phone, CIrcle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

•

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981 and HEmpstead 1753. (For detailed information see listing under Program Producers.)

•

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers.)

•

Carr & Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President; Thomas S. Carr, Vice-President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

•

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

•

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7300. President, Edward Wallerstein; Vice-President and General Manager, Mefford R. Runyon; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, James Flora. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

•

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

•

Continental Engineering Co.

3860 N. Port Washington Ave., Milwaukee 12, Wisc. Phone, Edg. 8300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, Anne Blankenheim. SERVICES OFFERED: Commercial recording, distributors of sound and inter-office equipment, and electronic devices.

•

Patrick Michael Cunning Television Productions—Stage 8

6530 Sunset Blvd., Hollywood, Calif. Phone, HIllside 5915. (For detailed information see listing under Program Producers).

•

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing Program Producers.)

•

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COlumbus 5-2300. President, Jack Kapp; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham, Miami. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

•

Disco Recording Co., Inc.

334 Arcade Bldg., St. Louis 1, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; General Manager, Gordon Sherman; Chief Engineer, Fred F. Schopflin. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records, open end and package transcriptions.

A SIMPLE STATEMENT

That means so much!

MORE STATIONS USE THE STANDARD LIBRARY

. . . than any other!

★

✓ FOR *FM* OR *AM*

it's Showmanship

THAT COUNTS

Standard Radio

HOLLYWOOD • CHICAGO • NEW YORK • DALLAS

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Television, FM Producers.)

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. (For detailed information see listing under Program Producers.)

•

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, Gladstone 2189, Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: Electrical transcriptions, spot announcements, "Air-Chek" service, phonograph recordings.

•

B. Ellis Associates Radio Productions

11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862-3. (For detailed information see listing under Program Producers.)

•

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Radio, Television, FM Producers.)

•

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

•

Exclusive Radio Features Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADelaide 5112. President, George W. Halnan; Manager, Alfred J. Lewis. SERVICES OFFERED: Instantaneous recording, tailor made spots, or shows, script writing. A transcription service, The United Transcribed System, subscription list of 37 Canadian Radio Stations. Syndicated Shows available for sponsorship.

•

Carl Fischer Inc. Miracoustic Recording Studios

119 West 57th St., New York 19, N. Y. Phone, CIrcle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Walter W. Voss, Chief Engineer; Hal Michael; Ass't Director; Robert Scheuing, Sales Promotion; Max Rittershausen, Branch Manager, Carl Fischer, Inc. SERVICE OFFERED: Professional and personal studio recordings, Electrical transcriptions, sound library, prop dept., off-the-air and off-line recordings, copies and master recordings, 2 studios, Western Electric and Presto equipment, Orthacoustic, CRS, NAB, location recording in or outdoors, Day-Night-Sunday service, Emergency Telephone: REgent 4-2190.

•

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LOngacre 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, rehearsals, all studio facilities.

•

General Broadcasting System

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers.)

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WIckersham 2-3338-9. (For detailed information see listing under Program Producers.)

•

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, offi-the-air recordings.

•

George Heid Productions

132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers.)

•

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

•

Lu Howard Radio Productions

1674 Broadway, New York, N. Y. Phone, CIrcle 6-4268. (For detailed information see listing under Radio, Television and FM Producers.)

C. P. Mac Gregor

HOLLYWOOD 5, CALIF.

Intercontinental Engineering Equipment Co.

101 Park Ave., New York 17, N. Y. Phone, CAledonia 5-7530. Mark E. Rosenstock, operator. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

•

Harry R. Jacobs Productions

8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

•

Jimmy Jones Recording Studios

(Affiliated with Carter Wright Radio Television Studios)

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Jimmie M. Jones, Manager. SERVICES OFFERED: Professional, commercial, and home recordings. Complete broadcast facilities, recordings by air or direct line from Radio Central; specializing in re-recording and special effect records.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. Edwin H. Kasper, President-Production Manager; Aaron S. Bloom, Treasurer-Commercial Director. SERVICES OFFERED: Recording studios, air checks, talent, custom-built shows (live and transcribed), jingles, spots, syndicated open-end shows on discs, musical library, production, scripts.

•

Kermit-Raymond Corporation

8 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers.)

•

Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President ..... Michael M. Sillerman
Vice-President ..... Arthur Wolf
Vice-President ..... William Wolf
Secretary-Treasurer ..... Sidney J. Wolf
Asst. Secretary ..... Joseph Bayer

Offices

580 Fifth Ave., New York, N. Y.
Phone, LOngacre 3-2221

President ..... Michael M. Sillerman
Director of Station Relations, Mort Adams
Sales & Promotion Consultant Alvin Austin
Statistician ..... Irene Douglas
Office Manager ..... Rosita Seale
Account Executive ..... Albert F. Dykes
Account Executive ..... Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer Sidney J. Wolfe
Accountant ..... Elizabeth M. Mueller
Western Sales Manager ... Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hempstead 5338

Program Director ..... Elaine N. Gonda
Account Executive ... Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 210 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets intensively, in a single transaction, by means of electrical transcription. The System offers its facilities in block network time periods from one hour down to five minutes, and also makes available announcement periods down to twenty-five word length.

•

KMTR Recording Studios

(Recording Division—KMTR)

1000 Cahuenga Blvd., Hollywood 38, Calif. Phone, H'llside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Recording Engineer, Rex D. Kepple; Asst. Recording Engineer, Karl Bonawitz, Jr. SERVICES OFFERED: Complete recording and transcription service including masters and pressings, studio recordings, two mobile units operating on self-contained D.C. current as well as exterior A.C.

•

The W. E. Long Company

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; Robert

S. Graham, Supervisor Syndicated Transcriptions. SERVICES OFFERED: Transcribed radio shows, musical library, script shows, telephone-money shows, transcribed spot announcements for wholesale bakery accounts and radio stations. All services are performed for local independent bakers and local independent radio stations only.

•

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FItzroy 4191. (For detailed information see listing under Program Producers.)

•

The Ted Mack Company

4 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, Elliott Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 22 Huron St., Toledo, Ohio, Phone, Main 1863, Paul Spor, Ohio Rep. SERVICES OFFERED: Novelty spot announcements. Transcribed: dramatic, strip, musical and variety shows. Scripts and ideas submitted to conform with any specified requirements.

•

Major Records Company

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675 and 4676. President, Thomas J. Valentino; Secretary, Elsie F. Valentino. SERVICES OFFERED: Sound-effect record library.

•

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

•

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. SERVICES OFFERED: Commercial and private transcriptions and recordings for audition and broadcast. Instantaneous acetates and pressings. Complete open-end shows for local and regional sponsorship. Scripts. Production service.

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. (For detailed information see listing under Program Producers.)

•

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

•

Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif. Owner, Carlton E. Morse. SERVICES OFFERED: Transcription service.

•

Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. (For detailed information see listing under Program Producers.)

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 2-7854. General Manager, Allen I. Stock; Virginia D. Mann, Office Manager; Wilbur Smith, District Manager. SERVICES OFFERED: Special promotions and campaigns for radio stations "using specially produced, written and directed radio shows, and constructed ideas for selling unused time to merchants, industrial and professional business firms, who ordinarily never use radio, or buy time from their immediate station, on short term patriotic announcements including a radio show of half hour duration plus identifying colorful shields and banners bearing the station's call letters and position on the dial "Veterans of Victory" is the new production just issued. Goodwill ambassadors for Radio Stations."

•

National Recording & Film Corporation

(Richard Bradley & Associates)

20 North Wacker Drive, Chicago 6, Ill. Phone, Randolph 9697. Richard Bradley, President; Benjamin Tunick, Treasurer. SERVICES OFFERED: Electrical Tran-

AP RADIO PRODUCTIONS

OFFERS FOUR OUTSTANDING SHOWS TRANSCRIBED

"Sports Star Special"
"Star Time"
"Special Assignment"
"The Cliff Edwards Show"

BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE EACH SHOW *A SALES WINNER*

Ask about the unique, new "Cue-In" technique.

scriptions, productions, program and script service, air-checks, organ studios. Master for commercial pressings. Slide films, projection service. Day and night service. Commercial Jingles, creation and production, talent.

•

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, Henry P. Hayes; Thesaurus and Syndicated Sales Manager, Willis B. Parsons; Advertising and Promotion Director, William R. Seth; Recording Sales Manager, Charles G. Hicks, Jr.; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George C. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Ward Hubbard; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

•

Eugene P. O'Fallon, Inc.

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

•

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Joseph Gering; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

FOR
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Natural Tone
Complete Facilities
Unexcelled Service

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RECORDING STUDIOS
119 West 57th Street New York

Sheet Music • Books • Radios
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REEVES
SOUND STUDIOS
INC.
•
1600 B'way, New York 19, N. Y.
CIrcle 6-6686
•
Complete Film and Disc Recording Facilities

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WIsconsin 7-0069. (For detailed information see listing under Program Producers.)

•

Ralph L. Power

767 Castelar St., Los Angeles 12, Calif., Phone, Mutual 5277. Ralph L. Power, Owner. BRANCH OFFICE: 210 W. 7th St., Los Angeles 14, Calif., Phone, Madison 4221. SERVICES OFFERED: Exporter and importer of transcribed programs and script.

•

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dealoge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer; Rollie R. Williams, Production Manager. SERVICES OFFERED: Recording and producing of custom-built transcriptions, phonograph records, wax and film recordings, sales presentations.

•

Press Association, Inc.

(A. P. Radio Productions)

50 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: Network, Local and transcribed programs.

•

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President; S. M. Lauch, Sales Manager. SERVICES OFFERED: Transcribed shows, custom-tailored scripts, casting, production, commercials.

•

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio Producers of Hollywood: Lou R. Winston

908 North Western Ave., Hollywood 27, Calif. Phone, Hollywood 6506. Lou R. Winston, owner-manager. SERVICES OFFERED: Syndicated transcribed feature programs. Package show production.

•

Radio Recorders

7000 Santa Monica Blvd., Los Angeles 38, Cal. Phone, HOllywood 3917. Partners, F. H. Winter, J. C. Brundage, L. D. Minkler, Ernest Dummell, H. L. Bryant; Sales Manager, J. J. Sameth. SERVICES OFFERED: Recording studio facilities.

•

Radio Recording Studio

Boston Bldg., 443 S. Fourth St., Louisville 2, Ky. Phone, Jackson 7808. George Wiederhold, Manager. SERVICES OFFERED: Recording service, off-the-air checks, program production, talent booking, vocal and speech instruction for radio.

•

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings, air-checks.

•

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MUrray Hill 4-6200. Stephen H. Sholes, Studio Manager; Walter S. Heeber, Manager, Custom Recording Department. Studio & Recording Service, Edith H. Bell. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Whitehall 4-4600; Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, W. Arthur Rush, Front & Cooper Sts., Camden, N. J. Phone, Camden 8000. SERVICES OFFERED: Slide Film Recording.

•

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; General Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, W. R. Hicks, Charles Campbell, Albert Gramaglia. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

Rockhill Radio

18 East 50th St., New York, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf, President; Everett Rosenthal, Recording Manager. SERVICES OFFERED: Recording facilities of all kinds. Studio and off-the-line work a specialty.

•

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Hugh Gunther; Accompanist-Coach, Ruth Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

•

Script Associates

822 S. Park View, Los Angeles, Calif. Owner, Cal Frederick.

•

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

•

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. (For detailed information see listing under Program Producers).

•

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. SERVICES OFFERED: Licensing use of copyrighted music, Transcription Library, Syndicated transcribed tailor-made programs for advertisers.

•

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

•

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. Robert J. Coar, President. SERVICES OFFERED: Producers of custom built transcriptions; complete Washington studio service for out of town radio stations. Special radio circuits to White House, State Dept., National Press Club, U. S. Capitol, all leading hotels. Producers of 16 mm. sound and silent pictures for television scanning.

•

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HIllside 0188. Partner, Gerald King; Production Manager, Jack Richardson. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Partner, M. M. Blink, Gus Hagenah, Sales. 1 E. 54th St., New York, N. Y. Phone, Plaza 3-6690. Alex Sherwood, Sales Manager. Wilson Bldg., Phone, Taylor 2235, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions. Mood Music Library, Industrial Music Library and Wired Services Music.

•

Studio & Artists Recorders

6107 Sunset Blvd., Hollywood, Calif. Phone, HIllside 8241. General Manager, Mack Finston; Engineer, Jerry Hayman; Assistant Manager, Iva W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

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Syndicated Radio Productions

Hollywood Center Bldg., 1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Richard E. Gresham, Manager. BRANCH OFFICE: 812 Robins St., Vancouver, B. C., Canada. Phone, Marine 1271. John N. Hunt, Manager. SERVICES OFFERED: Producers sales representatives. Package shows, dramatized spots, script service. Sales staff covering Western half of U. S. and all of Canada. Transcription studios at Hollywood address.

L. S. Toogood Recording Co.

(Also Known as Chicago Recording Co.)

221 N. La Salle St., Chicago, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

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Tel-A-Recordings, Inc.

2 West 46th Street, New York, N. Y. Phone, BRyant 9-4130. President, Charles H. Phillips; Vice-President, Fred Hall; Treasurer, Arthur Sullivan. SERVICES OFFERED: Studio recording facilities for personal records. Recordings off-the-air. Electric transcriptions for broadcast purposes.

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Transcribed Radio Shows

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. M. E. Moore, President; E. Mack, General Manager; Buddie Moore, Assistant to president. SERVICES OFFERED: Custom built Radio Programs, spots and jingles. Syndicated shows for any sponsor available.

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Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

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United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings.

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United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

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Universal Music Co.

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings and air check.

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. Office Manager, Vera Maillet; Recording Manager, R. M. Baruch. SERVICES OFFERED: Transcriptions; off-the-air and off-the-line recordings; master and studio recordings; audition records.

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Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675. (For detailed information see listing under Radio, Television, FM Producers.)

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Webber Radio Programs

401 Shops Bldg., Des Moines, Ia. Phone, Des Moines 2-0225, 2-0226. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service. Recording Studios.

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World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)

711 Fifth Ave., New York 22, N. Y. Phone, WIckersham 2-2100. (For detailed information see listing under Program Producers.)

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Carter Wright Radio Television Studios

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Patricia Powers, Secretary. SERVICES OFFERED: Transcriptions, all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

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Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Frederic W. Ziv, Partner; M. R. Ziv, Partner. 501 Madison Ave., New York, N. Y. Phone, Plaza 3-9612. John L. Sinn, Partner. 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager. 203 N. Wabash Ave., Chicago, Ill. Alvin E. Unger, Manager. SERVICES OFFERED: Network and transcribed programs.

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By JOHN G. PAINE

General Manager, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers, the leading performing right society in the United States, is an unincorporated, non-profit, voluntary association. The Society, which is the oldest American performing right society, has a total membership of 1,707 writers and 234 publishers; during the past year 91 writers and 20 publishers have become active members.

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During 1945 the Society renegotiated contracts with the leading performing right societies of Europe, and was also successful in obtaining agreements with Latin-American societies. In this way Ascap continues to provide a richer and more comprehensive repertoire of music, not only of the native American field, but also the music of other nations.

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The Society has completed its first year of licensing in the symphonic, concert and recital field. In accordance with its regular policy, it is the goal of the Society to provide through its licensing activities in this field of music, sufficient financial encouragement to those talented men and women writing the serious music of our country, so that they may continue in their chosen profession.

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The Members of the Society have, during 1945, turned over to Ascap their television rights. Although these rights have yet to be fully defined, it is the conclusion of the membership that their society act on teir behalf in obtaining watever rights accrue to them.

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On December 9th the Society, through the cooperation of the Electric Hour and the Prudential Family Hour, paid tribute to the memory of its beloved member, the late Jerome Kern. The program, which was headed by Oscar Hammerstein II, included Nelson Eddy, Bing Crosby, Judy Garland, Hildegarde, Patrice Munsel, Dinah Shore, Frank Sinatra, Jack Smith, Earl Wrightson, and the orchestras of Robert Armbruster and Al Goodman. No finer tribute could be paid to the memory of a music man than the one which President Harry S. Truman sent to Oscar Hammerstein II in the following wire, which was read over the CBS Network:

"I am among the grateful millions who have played and listened to the music of Jerome Kern, and I wish to be among those of his fellow Americans who pay him tribute today. His melodies, surviving him, will live in our voices and warm our hearts for many years to come for they are the kind of simple, honest songs that belong to no time or fashion. The man who gave them to us has earned a lasting place in his nation's memory."

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The following are the officers of the Society: Deems Taylor, president; Gustave Schirmer and Oscar Hammerstein II, vice presidents; George W. Meyer, secretary; Donald Gray, assistant secretary; J. J. Bregman, treasurer; Irving Caesar, assistant treasurer; Schwartz & Frohlich, general counsel.

The twenty-four directors are: Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Irving Caesar, Max Dreyfus, Walter S. Fischer, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Geo. W. Meyer, Jack Mills, John O'Connor, J. J. Robbins, Richard Rodgers, Lester Santly, Gustave Schirmer, Herman Starr and Deems Taylor.

The administrative officers are John G. Paine, general manager; Herman Greenberg and Richard F. Murray, assistant general managers; George A. Hoffman, controller; Richard F. Frohlich, director of public and customer relations; Herman Finkelstein, resident counsel.

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ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By GRETL URBAN
Vice-President and Manager of Music Department

FOUNDING OF AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: The AMP repertoire, representing 45 U. S. and European catalogs, has now been increased to include 500,700 titles, of which approximately 18,700 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

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AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0845. Cable address: MUSICPUB—NEWYORK.

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BROADCAST MUSIC, INC.

By M. E. TOMPKINS

Vice-President and General Manager

IN a very real sense Broadcast Music, Inc. is an important arm of the entire broadcasting industry. For BMI was organized by the broadcasting industry in 1939 and is completely owned by broadcasters.

And as the "arm of the industry" BMI plays a vital role in both music and radio. Now in its sixth year of actual service to the industry, BMI, which had enough music for the entire needs of broadcasters back in 1940, today has greatly extended its catalogue. At present more than 1,000 publishing firms clear their music to broadcasters through BMI.

More than 760,000 titles, ranging from the venerable classics to the current Hit Parade favorites, are listed in the latest BMI catalogue. All but a handful of the broadcasting stations in the United States and Canada today (1,034 as of March 1, 1946) as well as all national and regional networks, are licensees of BMI, and all of them make a very substantial use of the BMI repertory.

●

But BMI does not limit its services to the granting of music rights only. It distributes to licensees, without cost, a variety of sheet music and recordings which constitute a valuable portion of any station's music library. It furnishes script services adopted to the specific needs of broadcasting stations, and regularly makes available to its licensees a wide range of helpful information resulting in better musical programming.

Bulletins are sent periodically, listing vital changes in the basic BMI catalogue, so that stations are always aware of music available to them under their BMI license.

An experienced staff of field representatives, specially trained radio men, is constantly visiting the stations with helpful suggestions for better programming and continually gathering opinions and suggestions from station men in order to make possible even better progress in BMI's service.

●

Many other special services provided by BMI are all designed to aid program and production men, music directors, librarians and every person in the broadcasting station concerned with the use of music. The BMI monthly Pin-Up Sheet of Hit Tunes, Disc Data, Music Memo, Holiday Music bulletins, Record Index and monthly News Letters which reach the broadcaster regularly comprise an integral part of this overall service to the industry.

●

In the field of educational and standard music, BMI is consistently building, through its own publications and those of its affiliate publishers, an extensive and valuable library of distinctive music which will never be out of public favor.

By continuing to render the same valuable service to the broadcasting industry in the future, and by maintaining honest competition in the licensing of music for broadcast purposes, BMI will be upholding its position as a permanent protection against injustice to the industry as a whole.

PUBLISHERS

A-B Company Song Productions, The
A.M.S. Music Collaborators
A-1 Music Publishers of America
Ace Music Co.
Acme Music Corporation
Acme Songs
Acuff-Rose Publications
Adams-Vee & Abbott. Inc.
Adelphia Press, The
Ahlefeld-Daniels Publications
Ahlstrand, David
Airlane Music, Inc.
Airwaves Music Publishing Co.
Albin Tunes Publishers
Alexander, Perry
All American Publications
Allen and Klink Music Publishers
Allen Intercollegiate Music, Inc.
Allen, Walter F.
Allied Music, Inc.
Altschuler, Inc.
Alva Music Publishing Company
Alvin Music Corporation
Ambrose, Adaline C.
American Composers Alliance, Inc.
American Melodies
American Music Guild, Inc.
American Music, Inc.
American Performing Rights Society, Inc.
American Song Publications
American Song Publishing Co.
Amigo Music Publishing Co.
Amphion Publishers
Ancheta, Lamberto L.
Anchorage Music Publishers
Anderson, Leah Logan
Apex Music, Inc.
Aragon Music Co.
Arberne Music Co.
Arcadia Valley Music Publishers
Argus Music Co.
Armann, Halldor E.
Arrow Music Press, Inc.
Art Melody Studios
Art Music Company
Artistic Songs
Ascot Publishing House
Associated Composers, Inc.
Aurora Music Publishers
B-K Publishing Company
Bach Music Publishers
Bacon & Akeisa Music Publishing Co.
Bagot, Frank
Baker Brothers
Balicer, Simon
Ball Music Publishing Company
Ballard, Fred C.
Balmore, Roger
Baltimore Music Publishers, Inc.
Banner Music Company
Barclay Music Corp.
Barnes, Samuel D.
Barnett, John W.
Barnhart Music Corporation
Barres Publications
Barron, Jack
Barry, Bessie
Bartlett & Hartmann Music Publishers, Inc.
Baskin, Sidney
Bava, John
Beacon Music Company
Becigneul, Henry A.
Becker-Williams Publications
Beehive Music Company
Bell Music Co.
Bell-Tone Music Publishing Co.
Belmont Music Company
Benald Music Publications
Benatzky, Ralph, Dr.
Bendt, Dorothy Sanders
Ben-Et Songs
Berbert, E. M.
Berger Publishing Company
Berst, John E.
Berwick Music Corp.
Beste, Anna Adams
Beverly Music Company
Biehl, Rose
Billboard Music Publishing Co.
Billings, Lucille
Billings, Vivien
Biltmore Music, Inc.
Blanche, Anne Prevost
Blane Music Co.
Blau, Larry Music Co.
Block, Martin Publishing Co., Inc.
Blue Bell Music Publishing Co.
Blue Jay Publishing Co.
Blue Note Records
Blue Ribbon Melodies
Blue Ridge Publishing Corp.
Bluebird Music Co.
Bluestone-Bernard Music Publishers
Bomart Music Corp.
Boozey Music Publishers
Botkin, Gene
Botts, Ida Bassett
Bouma, G. H.
Bourne, Al
Bradley Music Company
Branders Music Co.
Brent, Stanford F.
Brill, D. Dudley
British American Publications
Britton, Mozelle
Broadcast Music, Inc.
Bronx Music Publishers
Brophy, Mary M.
Brown, Herbert E.
Brown, J. Carroll
Bucher, Roland C.
Buel, Marshall M.
Bulkley, L. H., Publisher
Bullock Music Company
Burdick, Lenora
Burns & Crowe Publications
Byers Music Publishing
C. & M. Music Co.
California Music Publishers
Calumet Music Co.
Calvin, John
Cambridge Music Company
Cameron Music Co.
Campbell Music Co.
Campbell-Porgie, Inc.
Canfeld, Cogswell
Canterbury Publications
Cantrell Music Publications
Capital Music Co.
Capitol Music Co.
Cardinal Music Publications
Carey, Thomas J.
Carillon Publishers
Carlton, Joseph
Carnegie Publishing Company
Carney, Alvin E.
Carol Music Company
Carphil Music Company
Carr-Hildy Music Company
Cascales, Joe, Music Publisher
Casivant, Eugene
Cason Music Corp.
Catchy Tunes Publishing Co.
Catena, Florence
Cavalcade Music Co.
Chaikowsky Music Pub. Co., Francis T.
Champion Music Company
Chanove, Hazel V.
Charm Music Company
Charter Music Publishers
Chase Music Co.
Cheatham, Frederick C.
Chelsea Music Corp.
Cherio Music Publishers, Inc.
Chism, Leon T.
Cholvin Music Sales
Churchill Publications
Cille and Dail Publications
Cine-Mart Music Publishing Co.
Cinema Songs, Inc.
Cinephonic Music, Inc.
Claremont Music Co.
Clavier Music Publishers
Clover Publishing Co.
Clow, O. B.
Coast To Coast Music Corp.

Cochran, Wally
Cole Corporation, M. M.
Cole, Jonnie
Collins, Francis Joseph
Collwill Corporation
Colonial Music Pub. Co.
Columbia Music Publishers
Columbia Music Publishing Co.
Commercial Music, Inc.
Commonwealth Music Co.
Concert & Radio Music Co.
Connors-Wilkins
Continental Music Company
Continental Music Publications Co.
Continental Record Co.
Cooper Music, Inc.
Cornelius, James P.
Cornell Music Company
Coronet Songs
Country Music
Covais Music Co.
Crestwood Publications
Cridland, Dorothy
Crocker, Al
Crokin, Patrick A.
Crosby, Everett N., Ltd.
Crosley, Marsh, Publishing Co.
Cross & Winge (American Music, Inc.)
Cross Music Company
Cross, Samuel Avery
Crossroads Music Co.
Crowe, Edward
Crowe, Edward, and Pyle, Pete
Crowell, Beulah
Crowell Music Pub.
Crown Music Co., Inc., Ltd.
Crown Music Company
Croxton Pub. Co.
Cundy-Bettoney Company, Inc.
Daniels Music Publishing Co.
Dan-Pell Songs
Darrell, Jack Music Publishers
Davidson & Maxon Music Publishers
Davis, Glenn S.
Davis, Louis A.
Davis & Ostergard
Dawn Music Co.
De Cimber Music Pub.
De Metris Music
De Santis, Francis
Dearborn Music Pub. Co.
Debin Music Company
Del Cal Theatres, Inc.
Dellon, Harold Music Co.
Deluge Music Co.
Dependable Publications
Derby Tunes
Desert Music Publishers
Desmoni, Martin J.
Deutsch, Ruth
Devoe, Jack
Dexter, Al, Music Publishing Company
Dexter, Al & Paris, James
Diamond Music Company
Dinehart Music Co.
Dixie Music Publishing Company
Doak, Charles A.
Dolan, Ann
Doraine Music Publishing Co.
Dorset Publications
Dot Music Publishers
Douglas Publishing Company
Downey & Sazama
Drake, Ethel
Dream Music
Dreamo Music Publications
Du Val Music Publishing Co.
Dube, J. Emile
Duckworth, Daisy
Duo Music Pub. Co.
Duren, Hubert E.
Dynamic Music Company
Earle, William P. S.
Eastern Music Publications
Eastern Publications
Eccma Music Company
Echoes Of Victory Music Publishing Company
Edgin, G. W.
Elektrann Music Pub. Co.
Elite Music, Inc.
Elliott, Lewis
Elsmo Bros. Publishers.
Embassy Music Corp.
Emcee Publishing Company
Empire Publishing Company
Encore Music Publications, Inc.
Englewood Music House
Enos, Clyde
Enterprise Publications
Esquire Music Co.
Essex Music Publishing Co.
Eternity Publications
Excelsior Music Publishing Co.
Fantasia Music Publishing Co.
Fashion Music Publishing Co.
Fassio, A.
Feast and Hoffman
Fehrenbaker, Mona
Feiler, Maurice
Fifer, C. Arthur
Fillerdelphia Music Company
Film Music Producers
Fine Arts Music Pub. Co.
Fine Songs
Fletcher Publishing Company
Florida Music Co.
Follo Music Co.
Fooks, Pauline
Ford Music, Inc.
Forest Glen Music Publishers
Forzi, Frank
Foster, Robert E.
Fountain Music Company
Fox-Maya Music Company
Fragos-Moore, Incorporated
France Music, Inc.
Franciosa Song Publications
Franco-American Publications
Frederic, Will, Music Publishers
Freed & Hall Music Publishers
Freeman, A. E.
Freeman Associates
Freeman Music Company
Frequent Publications
Frey, Fran & Company
Friedley, Lowell G. & Company
Friedman, Arthur
Friedman, Isidor G.
Frish, Frank L.
Frye-Ryan-Frankel, Inc.
Fumea, Tom
G. & W. Music Publishers, Inc.
G. D. S. Music Publishers
G. M. S. Music Publishing Co.
G. V. C. Music Publishing Co.
Gaal, Charles J., & Co.
Gabler, C. J.
Gaertner, Herb V.
Gait-Way Music Company
Gale, Bill
Gamma Music, Inc.
Gardner, J. C.
Gehrmans, Carl Music Forlag
General Music Publications
Gil-Rod Music Publishing Co.
Girardi, Joseph
Giumarra, Minnie
Glen Publishers
Globe Publications
Golden Melody Music Company
Golden Tune Publishers
Goldstein, Maurice
Graham, Gaston
Gordon Music Publisher
Graham Music Company
Great Western Music Co.
Greater New York Music Corp.
Green Music Publications
Greene-Revel, Incorporated
Greenwood, Livingston
Grimes Music Publishers
Grum, Matthew W., Jr.
Grunes, David J.
Guinand, Clinton
Gussie, Adeline T.
Guy Publishing Company, The
Habenstro, Albert W.
Haims, P. L.
Halmac Co.
Hankins, Holmes, Pub.
Hanna & Co. Music Compositions
Harding, Frank Music House
Hardtner, Alice D.

Hargrow, Paul S.
Harmony House
Harmony Music Publishers
Harrington, Clare
Harris & Lane Publications
Hartmann & Van Horn
Haun, Dal E. Company
Hawaii Conservatory Pub. Co.
Hawkins, Leland R.
Hay, Bob
Herrold, Lloyd
Hicks, Alberta K.
Hill, Christine
Hill Music Publishing Company
Hilliard-Currie Music Publishers
Hills, Johnny
Hinds, Hayden & Eldredge, Inc.
Hines, John
Hippenstiel, Harold F.
Hit Parade Publications
Hoffman, Carrie
Holdsworth, Elmer
Hollywood Hit Publishers
Hollywood Melody Publishing Company
Hollywood Music Sales
Hopkins, Earle C.
Horan, Nell
Horoscopes In Song
Horvath, Joseph
House Of Carleton
House Of Melody
Howard, Jack Publications
Hub Publishing Company
Hughes, Harold F.
Humphries, Bruce, Inc.
Hunter's Music House
Huttig, Charles M.
Hynnes Music Co.
Ideal Music Publishing Co.
Idelson, Harry
Immortal Music Publishing Co.
Imperial Music Publishing Co.
Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
Inspired Music Co.
International Dance Studio
International Music Company
International Songwriter Club
Irma Music Co.
Isenberg, Emil F. Music Publishing Co.
Jackson Music Corp.
Jahnke Publishing Company
Janis, Stephen
Jill Music Co.
Jo-Ann Music Company
Johnson, Claude
Johnson, Elizabeth
Johnson, Harry H.
Jones, J. Grayson Music Co.
Joseph Music
Kammen, J. J., Music Company
Kampas, Wm. T.
Karch, Hank
Karr, Jerome J.
Kaymusic Publishers
Keller, Don
Keller, Leo D.
Kelly Music Publications
Kelly, William A.
Kelton-Romm Music Company
Kerr, Edward
Kessel, George J.
Key City Music Publishing Co.
Key Music Company
Keyser Music Publisher
Keystone Music Co.
King-Del Music Publishers
Kinkade's Songs
Knight Publishing Co.
Knobloch, M. H.
Kolbert, Marguerite, Productions
Krygier, Joseph
Kukula, Frank
LaRue Publishing Company
Lake Music Pub. Co.
Lambiotte, O. J. Music Publisher
Lance Music Co., Inc.
Lang-Worth Publications, Inc.
Latin American Publishing Corp.
Lawndale Music Publishers
Leal, Felipe Valdes
Lee, Rosemary
Lencer Music Company
Lester, Betty
Lewcon Music Company
Lewis, Reggie
Liberty Music Publishers
Lincoln, F. S.
Lind Music Publishers
Linden Music Publishers
Livingston & Evans Music Company
Logos and Company
Lomax, Carl, Music Pub. Co.
London Music Corp.
Lone Star Music Company
Long, J. Baxter
Lowden, C. Harold
Loy, Valeska
Lucky Music Publishers
Lynch, Edward J.
Lynn, E. A., Publishing Company
Lynne Music Company
Lyric Music Co.
M. & F. Music Publisher, The
MacAngelo
MacFarlane, Thomas M.
MacGregor, Grant
Mackley Music Publishing Co.
Mack-Nell Publications
Maddox, Emily Harris
Maestro Music Company
Magnolia Music Company
Majestic Music Co.
Mallory Music Publications
Maloney, William
Mandeville, Loretta
Manhattan Music Company
Mank's, Chaw, Blue Ribbon Music Co.
Manning Music Co.
Mansfield, Frank, Music Pub. Co.
Marchant, J. C., Publications
Marcy, Victor
Maresh Music Company
Marino Music Co.
Marion and Son Publishing Co.
Marks, Edward B., Music Corp.
Mar-Lane Music Publishers
Mars Music Publications
Marsales, Frank
Marston Music
Martin, Jack "Tex"
Marvel Music Pub. Co.
Master Music Publishers
Material Songs Publishing Company
Mathews, James
Maxwell Melodies
Mayhams Music Company
Mayo Music Corp.
McCall & Malin Pub. Co.
McClaran, Olive Hanson
McClaren, Everett F.
McClure Music Company
McClure, Ruth D.
McDaniel, Joe, Music Company
McDonald Music Company, The
McDowell, Frances Grider
McGhee, Berry M.
McGinty Music Publishing Company
McLean, Gene, Music Co.
Med-Rik Music Publishing Company
Mellow Music Publishing Company
Melo Music Co.
Melody Hall Music Publishers
Melody Lane, Inc.
Melody Moderne, Inc.
Melody Music Company
Melody Music Publications
Melody Song Bureau
Memorie Music Publishing Co.
Memphis Music Publishers, Inc.
Mercury Music
Merico Music Company

Merit Music, Inc.
Merrywood Publishers
Metropolitan Music Company
Miami Music Publishers
Micor Publishing Company
Millburn Music Publishers, Inc.
Miller, Charles
Miller-Grau
Mode Music Publishing Co.
Modern Melodies Publishing Co.
Modern Standard Music Co.
Monarch Music Company
Monroe Music Company
Moon Ray Music Publishers
Morrison & Ewing
Motor City Music Publishers
Mount Vernon Publications
Mountain Music Company
Mountain State Music Publishers
Movieland Music Publishers
Mullin, Mary J.
Murray Music Company
Murray Music Publishers
Music-Makers Publishing Co.
Musico
Nash Chain Song Service, The
National Association For Blind Composers, Inc.
National Association of Broadcasters
National Music Corp.
Nationwide Songs, Inc.
New Era Music Corporation
N. Y. Music Pub. Co.
Nolan Music Co.
Normay Music Company
Oahu Publishing Company
Oriole Tunes
Out West Music Publisher, The
Ozark Mountain Music Publishers
P. M. Music Pub. Co.
Pacific Music Publications
Paty Publishing Company, The
Pearl Music Company, Inc.
Peer International Corporation
Peerless Music Publishing Co.
Phono-Tunes Music Company
Plamor Music Company
Pond, Frank Music Company
Porgie, Debin & Friedman, Inc.
Portland Music Company, The
Prestige Music
Preview Music Co.
Pre-View Publications
Pro Musica Publishing Company
Quincy Music Publishers
R. R. Publishers
Radio Music Company (Cal.)
Radio Music Publishers
Radio Screen Music Pub. Co.
Rainbow Music Publishers
Ray Music Publishing Comapny
Record Music Publishing Co.
Regent Music Corp.
Remarque Music Publishing Co.
Republic Music Corporation
Rhapsody Publications
Rialto Music Publishers
Richmond Melodies
Richter, Dr. William B.
Ricordi, G., & Co.
Rion, Johnny
Rousseau Publishing Co.
Royal Music Publishing Company
Ruby Music Co.
Rudell Music Publishing Co.
Salamanca Music Pub.
Scala Music Publishers
Scheuerle Bros. Music Publishers
Schillinger, Arthur E.
Schirmer, E. C., Music Co.
Schumann Music Company
Shattuck Publishers
Shelby Music Publishing Co.
Sheldon-Mitchell Publishing Corp.
Shelhamer, Ben., Jr.
Shermack Company
Siegal & Dahle
Simmons, Ross Publisher
Singer, Murray Music Publishing Co.
Singmore Music Publishers
Skylark Songs
Smith, Jerry
Society Of Jewish Composers, Publishers and Songwriters
Song Shop, The
Song-Tex Music Company
Sons Music Pub. Co.
Standard Publications
Stark Music Printing Company
Starlight Music Company
Steele, Ted Publishing Co.
Stern, Jos. W., & Co.
Steven, Arthur Publications
Stover Music Company
Stratton, A. D., Music Co.
Striplin, Mary A.
Stroube, Walter A.
Sun Ray Music Publishers
Sunnyside Music Publications
Sunshine Music Company
Superior Melodies Publishing Co.
Sweet Music Publications
Swing Music Publishers
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Tait-Douglas, Frederick
Tele-Mus Publishing Company, Inc.
Televise Music Company
The "440" Music Publishing Company
Three Boys Music Company, The
Tiffany Music Co.
Timberland Publishing Co.
Time Music Co.
Times Square Music Co.
Tin Pan Alley Publications
Tompkins, Clarence F.
Tompkins, Clarence & Cuff, Paul
Trans-America Music Publishers
Transatlantic Music Company
Transradio Music, Inc.
Treasure Chest Publications
20th Century Music Publishers
Tyrone Publications
U. S. and International Music Pub.
U. S. Music, Inc.
United Music, Inc.
University Music Co.
Urban Publications
Valentine Music Publications
Valiant Music Company
Van Brunt Publishing Company
Vance Music Company
Vanguard Songs
Variety Music Company
Vee Bee Music Co.
Vernon Music Publishers
Victor Publishing Company, Inc.
Victory Music Company
Wabash Music Company
Wade, Franklin, Publications
Waldman, Irving, Music Pub. Co.
Waldorf Music Company
Warner Studio
Washburn, Rozella T.
Waters Music Publishing Co.
Webster Music Company
Wemar Music Corporation
Wesjay Music Corp.
West Coast Music Publishers
West Phila. Music Centre
Westmore Music Corp.
Westmount Music, Inc.
White Way Music Company
Whitney, F. E., Publications
Wilcox Music Pub. Co.
Williams & Williams
Willis-Woodward Music Co.
Wilson Publishing Co.
Winters, Leo., Inc.
Witro Music Publishing Co.
Wizell, Murray Music Company
Woodland Music Company
Woods Music Co.
World Wide American Classics
Worldwide Music Publishers
Wright Publishing Company
Zaboy-Landino Music Company
Zoeller Music Company

S·E·S·A·C, Inc.

By PAUL HEINECKE
President

SESAC acknowledges with appreciation and gratitude the wide acceptance, by every branch of the Entertainment Industry, of SESAC Music —

The year 1945 has shown an unprecedented increase in the use of SESAC Music. The exacting and ever mounting demands for diversified music from radio, motion pictures, record and transcription companies as well as the concert stage, have been fully and satisfactorily met by the almost inexhaustible storehouse of SESAC musical compositions.

More than 1,000 radio stations throughout the United States and Canada are now licensed by SESAC.

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Major motion picture studios have readily found in the wide range of SESAC compositions the right piece of music to depict a particular era — establish a mood or to underscore a difficult scene.

Leading phonograph record companies have substantially increased their releases of SESAC numbers and thousands of recordings are now available on transcribed commercial programs as well as library services.

Last June we launched our own SESAC Transcribed Library Service. It was fashioned on suggestions and requirements of the broadcasters themselves. In the few months since its announcement, an astounding number of stations have subscribed, definitely establishing it as the fastest growing library in the field. The subscribing stations, in every state, are of all types . . . from 100 to 50,000 watters in urban and metropolitan centers, including networks.

The artists, who have contributed to making the SESAC Library outstanding, are topnotch in their fields and have been expertly directed. Each and every composition has been selected for its melody and standard popularity . . . further adding a valuable feature to the SESAC Library . . . every number will be as "welcome listening" many years to come as it is today. The playing time of each selection averages 1½ minutes, one of the must suggestions from the broadcasters. The very low fee for the library, of course, is also responsible for its success . . . it is so reasonable that it is well within the budget of any station, regardless of size or location.

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The Program Guide which goes to each library subscriber has been praised by all reviewers. It is an entirely new departure in cataloguing the library contents — making the use of the library one of extreme simplicity, in addition to providing invaluable program notes.

With these and many more features, the SESAC Transcription Library will continue to make transcription history.

Our plans for further advancement in 1946 and the years to come are motivated by our pledge for better service to the Entertainment Industry with greater production of "The Best Music In America."

PUBLISHERS

Accordion Music Publishing Co.; New York
including
Deiro, Pietro
Albright Music Company (See National Music Company, Inc.)
Alford, Harry L.; Chicago
Alkire Publications, Eddie; Easton, Pa.
Altschuler, J. (See "P.W.P.")
Arct, M.; Warsaw
Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
Augsburg Publishing House, Minneapolis, Minn.
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)

Barnes, A. S., and Company, Inc.; New York
Barnhouse Company, C. L.; Oskaloosa, Ia.
Barwicki, K. T. (See "P.W.P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Bendix Publishing Corp. (See National Music Co., Inc.)
Benson Publishing Co., John T.; Nashville, Tenn.
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
including:
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Brumley, Albert E.; Powell, Mo.
Bryant Music Company; New York

Calbo, N.; Barcelona (compositions as per list issued)
Capitol Music Co. (See National Music Company, Inc.)
Catholic Music Co. (See McLaughlin & Reilly Co.)
Central Music Co. (See Ramsey, Will M.)
Chart Music Publishing House, Inc.; Chicago
including:
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred K.
Littig Music Publishing Co., Frank
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
Clef Music Co.; New York
Coanacher, B. (See Chart Music Publishing House, Inc.)
Composers Press, Inc., The; New York
Concord Music Publishing Co., Inc.; New York
Culla, Antonio; Barcelona (compositions as per list issued)

Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
(See Firm Foundation Publishing House)

Deiro, Pietro (See Accordion Music Publishing Co.)
Denison & Company, T. S.; Chicago
Di Bella, O.; New York
Do Re Mi Fa Casa Editora de Musica (See Ediciones Internacionales Fermata)

Ediciones Fermata (See Ediciones Internacionales Fermata)
Ediciones Internationales Fermata; Buenos Aires (South American Publications)
including:
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora de Musica
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao (compositions as per list issued)
Ediciones A. Urmeneta; Barcelona (compositions as per list issued)
Edition "Jastrzab" (See "P.W.P.")
including:
Rudnicky, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P.W.P.")
Edition Pro Arte (See "P.W.P.")
Eulenburg, Ltd.; Ernst; London
Fairbank Company, H. W. (See National Music Co., Inc.)

Fermata (See Ediciones Internacionales Fermata)
Ferrill, J. W. (See Quartet Music Company)
Firm Foundation Publishing House; Austin, Tex.
including:
Trio Music Co.

Gebethner & Wolff; Warsaw
Georgi & Vitak Music Co. (See Vitakelsnik Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York

Gospel Music Publications (See Hathaway, Franklin Earl)
Grabczewski, F.; Warsaw

Haberer-Helasco, Hermann; Madrid-Lisbon
including:
Solunastra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Co.; New York
including:
Harmonie Publications, Rondo Publications
Hart's Music Company (See National Music Co., Inc.)
Hartford Music Co., The; Hot Springs, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
including:
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M.; Atlanta, Ga.
including:
Morris-Henson Music Co.
Southern Music Plate Co.
Hoffman Company, Raymond A.; Chicago
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)

Idzikowski, Leon., Warsaw
Idzikowski, M., Warsaw

Jastrzab (See Edition "Jastrzab")
Jewell Music Co., Fred; Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Kelman Music Corp.; New York
King Music House, Inc., K. L.; Fort
Keene, Inc., Hank; South Coventry, Conn.
Dodge, Ia.
Kjos Music Co., Neil A.; Chicago
including:
Max and Beatrice Krone
Krachtus, John; Chicago
Krone, Max & Beatrice (See Kjos Music Co.)

Lebendiger, Henryk (See Ediciones Internacionales Fermata)
Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
Liturgical Music Press, Inc.; New York

McLaughlin & Reilly Co.; Boston
including:
Liturgical Music Company
Catholic Music Co.
Also including compositions taken over from
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
Modern Music Library, Josef Holbrooke; London
Mora, Jose; Barcelona (compositions as per list issued)
Morris-Henson Music Co. (See Henson Music Publisher, J. M.)
Music Press, Inc.; New York
Music Products Corporation (See Pallma Music Products)

National Music Co.; Fort Worth, Texas
National Music Co., Inc.; Chicago
including:
Albright Music Company
Bendix Publishing Corp.
Broadcast Music Publishers (*See E. Eddy Hanson*)
Capitol Music Co.
Fairbank Company, H. W.
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Co. (*See Eddie Hanson*)
Standard Songs (*See Eddie Hanson*)
Windsor Music Company
also including compositions taken over from:
E. Eddy Hanson
Nattrass-Schenck, Inc., New York
Network Music Publishers (See Top Music Publishers, Inc.)
Nowa Scena; Warsaw

Olympia (See Editions "Olympia")
Orduna, Leopoldo; Barcelona (compositions as per list issued)

Pagani, O., & Bro.; New York
Pallma Music Products; Chicago
including:
Pallma Music Publisher, Frank
Music Products Corporation
Panella, Frank A.; Pittsburgh, Pa.
Parks Company, J. A., The; York, Neb.
Parris Music Co.; Jasper, Ala.
Perry's Sons, A. W.; Sedalia, Mo.
Pioneer Music Press; Salt Lake City
including:
Wheelwright, Lorin F.
Polskie Towarzystwo Muzyki Wspolczes Nej; Warsaw (See "P.W.P.")

Popular Music Publications (See National Music Co., Inc.)
Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw

Quartet Music Company; Fort *Worth*, Texas
including:
J. E. Thomas
A. O. Thomas
J. W. Ferrill

Radio City Guitar Studio; New York
Ramsey, Will M.; Little Rock, Ark.
including:
Central Music Co.
Ramsey & Parker (See Firm Foundation Publishing House)
Revival Music Company, The; Searcy, Ark. including:
Walls, W. M.
Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See Edition "Jastrzab")
Rzepecki (See Edition "Jastrzab")

Sacred Music Foundation, The; Seattle 7, Wash.
including:
Herbert G. Tovey
Sajewski, W. H.; Chicago
Schmidt Co., The Arthur P.; Boston
Schmitt Music Company, Paul A.; Minneapolis
Schuberth, Edward, & Co., Inc.; New York
Select Music Company (See National Music Company, Inc.)
Seyfarth, G. (See "P.W.P.")
Showalter Company, The A. J.; Dalton, Ga.
Simon, Frank; Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Sisk Music Company, The; Toccoa, Ga.
Smith Music Co., Inc., Wm. J.; New York
Solunastra (See Haberer-Helasco)
Southern Music Plate Co. (See Henson Music Publisher, J. M.)
Stamps-Baxter Music & Printing Company; Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
V. O. Stamps Music Company
Stamps Quartet Music Co., Dallas 1, Texas
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co.; New York including:
Avalon Music Publishing Co.

Tennessee Music and Printing Co.; Cleveland, Tenn.
Thomas, J. E. } (See Quartet Music Co.)
Thomas, A. O. }
Top Music Publishers, Inc.; New York including:
Kanner Music Publishing Co.
Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw (See "P.W.P.")
Trio Music Co. (See Firm Foundation Publishing House)

Union De Compositores; Barcelona, Spain (compositions as per list issued)
Urgelles, J.; Barcelona (compositions as per list issued)
Urmeneta (See Ediciones A. Urmeneta)

Vaughan, James D.; Lawrenceburg, Tenn.
Vitak-Elsnic Co.; Chicago
including:
Georgi and Vitak Music Co.

Walls, W. M. (See Revival Music Company)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawski Towarzystwo Muzycne (Warsaw Music Society); Warsaw
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications; New York including:
Weaner, Maxwell
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Whitney Blake Music Publishers; New York
Windsor Music Company (See National Music Company)
Winsett, R. E.; Dayton, Tenn.
"W.J.R." (See Edition "Jastrzab")

Yanguas, Mariano; Madrid (compositions as per list issued)

"Zaiks" Zwiazku Autorow, Kampozytorow I Wydawcow; Warsaw (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
Zalewski, B. J.; Chicago

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Radio Artists

☆ — *their work during 1945* ☆

— A —

ABBOTT, BUD
NBC — Abbott & Costello Show.

ABBOTT, HERSHALL
KRNT—Des Moines, Iowa.

ACE, GOODMAN
Easy Aces.

ACE, JANE
Easy Aces.

ADAMS, INGE
CBS—Light of the World.

ADRIAN, IRIS
NBC—Abbott & Costello.

ALBERT, GRACE
CBS — F.B.I. In Peace and War.

ALEXANDER, A. L.
MBS—A. L. Alexander's Mediation Board.

ALEXANDER, JOAN
CBS—The Second Mrs. Burton, A Woman's Life, MBS—Superman.

ALEY, ALBERT
ABC—Hop Harrigan, CBS—Let's Pretend.

ALLEN, ELLA
KFPW—Fort Smith, Ark.

ALLEN, FRED
NBC—Fred Allen Show.

ALLEN, GRACIE
NBC—Burns and Allen Show.

ALLEN, MARION
WBAP—Fort Worth, Texas.

ALLEN, ROSALIE
WOV—New York.

ALLENBY, PEGGY
CBS—Life Can Be Beautiful, Rosemary.

ALLISON, JONE
CBS—Rosemary.

ALLMAN, ELVIA
CBS—Blondie, Durante-Moore Show, NBC—Abbott & Costello.

ALT, JOAN
CBS—Those Websters.

AMECHE, DON

AMECHE, JIM
CBS—Power Box Theatre.

AMREIN, JOHN
WSAI—Cincinnati, Ohio.

ANDERSON, EDDIE (ROCHESTER)
NBC—The Jack Benny Show.

ANDREWS, DR. ROY CHAPMAN
CBS—The Story of America.

ANDREWS SISTERS
ABC—Andrews Sisters Show.

ANTHONY, JOHN J.
MBS—The Goodwill Hour.

ARCHER, RICHARD
KDKA—Pittsburgh, Pa.

ARMFIELD, HILL
KCRA—Sacramento, Calif.

ARNOLD, EDITH
CBS—Crime Doctor.

ARQUETTE, CLIFF
ABC—Glamour Manor.

ARTHUR, JACK

ASCOT, RITA
NBC—The Guiding Light.

AUDLEY, ELEANOR
NBC—Road of Life.

AUERBACK, ARTIE
CBS—Jack Benny Show.

AUSTIN, STUFFY
CBS—Barnyard Follies.

AUTRY, GENE
CBS—Gene Autry Show.

— B —

BACKUS, JIM
ABC—The Alan Young Show.

BACON, MILTON
CBS—Time to Remember.

BAILEY, JACK
ABC — County Fair, CBS—Meet the Mrs., MBS—Queen for a Day.

BAIN, DONALD

BAKER, DON
CBS—Behind the Scenes At CBS.

BAKER, PHIL
CBS—Take It Or Leave It.

BAKER, WADE
CBS—Renfro Valley Folks.

BALKUM, VASSIE
WGBR—Goldsboro, N. C.

BALLAVER, HARRY

BARNES, PAUL
ABC—Coronet Front Page.

BARNEY, MARION
CBS—Rosemary.

BARRETT, TONY

BARRIER, EDGAN
The Saint.

BARRY, VIVIAN
CBS—The Romance of Helen Trent.

BARRYMORE, DIANA
CBS—The Jack Carson Show.

BARRYMORE, LIONEL
CBS—Mayor of The Town.

BARTON, DOROTHY
WNHC—New Haven, Conn.

BARTON, JOAN
MBS—Sweetheart Time.

BASQUETTE, JIM
NBC—Amos 'n' Andy.

BATES, KARL
WOL—Washington, D. C.

BAUER, CHARITA
NBC—Right to Happiness.

BAUGHMAN, ELMER
WFAA—Dallas, Texas.

BEACH, BILL
March of Time, Kitty Foyle, Aldrich Family.

BEASLEY, IRENE
CBS—Irene, Beasley-Neighbor Show, MBS—Raising a Husband.

BECK, JACKSON
NB—Joyce Jordon, M.D.

BEKETT, SCOTTY
NBC—Life of Riley.

BECKMARK, PEGGY
CBS—Tena and Tim.

BEEMER, BRACE
ABC—The Lone Ranger.

BEGLEY, ED
ABC—Adventures of Charlie Chan, Alan Young Show.

BEHRENS, ELSIE
CBS—Renfro Valley Folks.

BEHRENS, JERRY
CBS—Renfro Valley Folks.

BELL, MARGARET V.
WJAP—Washington, Pa.

BELL, ORTH
KFH—Wichita, Kan.

BELL, RALPH
CBS—Crime Doctor.

BENDIX, WILLIAM
NBC—Life of Riley.

BENEDARET, BEA
CBS — The Adventures of Ozzie and Harriet.

BENIGNO, SAL
WIP—Philadelphia, Pa.

BENNETT, CONSTANCE
ABC.

BENNETT, PAT
KGB, San Diego, Calif.

BENNY, JACK
NBC—The Jack Benny Program.

BERGEN, EDGAR
NBC—Bergen & Charlie McCarthy Show.

BERLE, MILTON

BERG, GERTRUDE

BILLSBURY, RYE
CBS—Ma Perkins, ABC—Jack Armstrong, NBC—The Guiding Light.

BINYON, CONRAD
CBS—Mayor Of The Town.

JACK CARSON

☆ **MARY MARGARET McBRIDE** ☆

"Columnist of the Air"

BISHOP, ADELAIDE
NBC—CBS—ABC.

BLACKBURN, ARLINE
NBC — Woman of America, NBC—Joyce Jordan, M.D.

BLACKBURN, JOYCE KNIGHT
WMBI, Chicago, Ill.

BLAINE, MARTIN
CBS—F.B.I. In Peace and War, CBS—Crime Doctor, CBS—Strange Romance of Evelyn Winters.

BLAIR, FRANK
WOL, Washington, D. C.

BLAKE, JUDY
CBS—Light Of the World.

BLANC, MEL
NBC—Judy Canova, Burns & Allen, Abbott & Costello, Bob Hope, Jack Benny.

BLANC, SHIRLEY
CBS—NBC.

BLAND, AL
CBS—Barnyard Follies.

BLOCK, MARTIN
Chesterfield Supper Club.

BOARDMAN, TRUE
CBS—Maisie.

BOGUE, MERVYN
NBC—Kay Kayser's College of Musical Knowledge.

BOLES, ATHENA LORDE
CBS-NBC.

BOLES, JIM
Tennessee Jed, Fishing and Hunting Club, Linda's First Love, Land of the Lost, The Washington Story, Aunt Jenny, Famous Jury Trials, Kate Smith, Abraham Lincoln in Television.

BOULTON, MILO
CBS—We, The People.

BOWE, GEORGE
WTIC, Hartford, Conn.

BOWES, KENNETH
WFBL, Syracuse, N. Y.

BRACKEN, EDDIE
NBC—Eddie Bracken Story.

BRADFIELD, ROD
MBS, Opry House Matinee.

BRADLEY, CURLEY
MBS—Tom Mix.

BRADLEY, TRUMAN
CBS—Screen Guild Theatre.

BRADY, FRED
ABC.

BRAHAM, HORACE
NBC-CBS.

BRENTANA, WILLIAM
KDKA, Pittsburgh, Pa.

BREEN, HAROLD
WNHC, New Haven, Conn.

BREESE, SIDNEY
NBC — The Guiding Light, NBC—Doctors At Home.

BRENEMAN, TOM
ABC — Breakfast In Hollywood.

BRENNER, TED
WHNC, New Haven, Conn.

BRENTSON, CHEER
CBS—Ma Perkins.

BREULER, JACK
WNBC, Ne wHaven, Conn.

BRICE, FANNY
BS—The Baby Snooks Show.

BRIGGS, DONALD
CBS — F.B.I. In Peace and War.

BRITT, JUANITA
WLBJ, Bowling Green, Ky.

BRITTON, CLIFTON
WGBR, Goldsboro, N. C.

BROCKOFF, ELEANOR
CBS—House Party.

BROWN, JOE E.

BROWN, JOHN
NBC—Life of Riley.

BROWN, JOHN MASON
CBS—Of Men and Books.

BRUCE, NIGEL
MBS—Adventures of Sherlock Holmes.

BRYAN, ARTHUR Q.
NBC—Meet Me At Parky's, NBC—Fibber McGee & Molly Show.

BRYSON, LYMAN
CBS — People's Platform, CBS—Problems of Peace.

BUCKLEY, FLOYD
NBC-CBS.

BUKA, DONALD
CBS—The Sparrow and the Hawk.

BUNCE, ALAN
ABC—Private Lives of Ethel and Albert, NBC—Joyce Jordon, M.D.

BURKE, BILLIE
CBS—The Billie Burke Show.

BURKE, ROBERT
AC—Quiz Kids.

BURNS, BOB
NBC—The Bob Burns Show.

BURNS, GEORGE
NBC—Burns & Allen.

BUTLER, FRANK
CBS—The Sparrow and the Hawk.

BUTTERFIELD, HERB
CBS—Michael Scott Presents.

— C —

CAMPBELL, FLORA
CBS—The Strange Romance of Evelyn Winters.

CAMPBELL, PATSIE
NBC-CBS.

CANOVA, JUDY
NBC—The Judy Canova Show.

CANTOR, CHARLES
Duffy's Tavern.

CANTOR, EDDIE
NBC—Time to Smile.

CAPEL, PETER
NBC—Portia Faces Life.

CARD, CATHERINE
CBS—The Beulah Show.

CARGILL, RONALD
WNHC, New Haven, Conn.

CARLIN, FRANCES
NBC — Woman of America, CBS—Big Town, Our Gal Sunday.

CARLTON, DEAN
CBS—The Sparorw and the Hawk, ABC—This Is Your F.B.I.

CARNEY, DON
WOR—Uncle Don.

CARNEY, JOE
WIP, Philadelphia, Pa.

CARPENTER, KEN
NBC—Kraft Music Hall.

CARROLL, GENE
WTAM, Cleveland, O.

CARSON, JACK
CBS—The Jack Carson Show.

AYE, A. P.
NBC—Road of Life.

CHAMBER, GARDE
WHK, Cleveland, O.

CHANEY, FRANCES
ABC—Terry and the Pirates.

CHAPEL, EUGENIE
CBS—Mr. Keen, Tracer of Lost Persons.

CHAPMAN, GEORGE
WNHC, New Haven, Conn.

CHASE, ILKA
MBS.

CHIMES, MICHAEL
WNEW—Time for Chimes.

CHOATE, HELEN
CBS—Rosemary.

CHRISTOPY, M. OAKLEY
WTIC—Hartford, Conn.

CHRISTY, KEN
NBC—Meet Me At Parky's.

CLAIRE, HELEN
NBC-CBS.

CLARK, COTTONSEED
KNX—Hollywood Barn Dance, CBS.

CLARK, LON
CBS—Mommie and the Men, MBS—Nick Carter.

CLARKE, PHIL

CLEARY, LEO
NBC—Meet Me At Parky's.

COFFMAN, BOB
KWJB, Globe, Ariz.

COLBERT, JEAN
CBS—Work Shop, Lux Theatre.

COLE, JONATHAN
CBS—Michael Scott Presents.

COLLINS, KAY
WEIM, Fitchburg, Mass.

COLLINS, TED
CBS—Kate Smith Sings.

COLLYER, BUD
ABC—The Mary Small-Junior Miss Show, MBS—Superman.

COLMAN, RONALD
NBC—Jack Benny Show.

CONLON, PATRICK
ABC—Quiz Kids.

COLONNA, JERRY
NBC—Bob Hope Show.

CONRAD, PAUL
CBS—Cimarron Tavern.

CONTE, JOHN
NBC-CBS.

COOGAN, RICHARD
CBS—Light of the World.

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CBS—Blondie.

COOPER, BEN
NBC — Joyce Jordon, M.D., NBC—Portia Faces Life.

COOPER, JERRY
MBS.

COPELAND, MAURICE
NBC—The Guiding Light.

CORBETT, EDNA
WGTC, Greenville, N. C.

CORBETT, ESTHER
WGTC, Greenville, N. C.

CORDELL, KATHLEEN
CBS—Crime Doctor.

COREY, LENORE
KDKA, Pittsburgh, Pa.

CORRELL, CHARLES
NBC—Amos 'n' Andy.

COSTELLO, LOU
NBC—Abbott & Costello.

COTSWORTH, STAATS
CBS—The Second Mrs. Burton, Crime Photographer, NBC—Right to Happiness.

COTTON, JOSEPH
NBC-CBS.

COURTNEY, ALAN
MBS—Mutual Record Carnival.

COWLING, SAM
ABC—The Breakfast Club.

CRAIG, GENE
KRNT, Des Moines, Ia.

CROSBY, BING
NBC—Kraft Music Hall.

CROSBY, BOB
CBS—Ford Show.

CROWDER, CONNIE
CBS—Those Websters, ABC—Curtain Time, NBC — The Guiding Light.

CROWLEY, MATT
CBS—Road of Life.

CURTIN, JOSEPH
CBS—Our Gal Sunday, NBC—Mr. and Mrs. North.

— D —

DALEY, CASS
NBC—Fitch Band Wagon.

DALY, JOHN
CBS—Celebrity Club.

DANDRIDGE, RUBY
Amos 'n' Andy, Judy Canova, Lux Theatre.

DANE, FRANK
CBS—Tena and Tim.

DARLING, DENVER
WNEW.

DARNAY, TONI
CBS—The Strange Romance of Evelyn Winters.

DAVIES, GWEN
CBS—Let's Pretend.

DAVIS, JOAN
CBS—Joan Davis Show.

DAVIS, MARJORIE
KDKA, Pittsburgh, Pa.

DAYTON, JANET
WOL, Washington, D. C.

DeCAMP, ROSEMARY
CBS—Dr. Christian.

De CORSIA, TED
ABC—Terry and the Pirates, CBS—The Adventures of Ellery Queen, CBS—Big Town.

DeKOVEN, ROGER
NBC—Road of Life.

DELMAR, KENNETH
NBC—The RCA Victor Show, Fred Allen Show.

DENNY, DAVE
WHN, New York, N. Y.

DENNY, GEORGE V.
ABC—America's Town Meeting.

DE POLENZSKA, BARONESS
WINS-WAAT.

DESMOND, JOHNNY
NBC—Phillip Morris Follies of 1946, NBC—The Teentimers Club.

DESMOND, MAE
WDAS, Philadelphia, Pa.

DEVINE, ANDY
NBC.

DIAMOND, STEPHANIE
KDKA, Pittsburgh, Pa.

DILLON, JANE
WTIC, Hartford, Conn.

DIXON, BOB
CBS—Hobby Lobby.

DOBSON, JIMMIE
NBC—Right to Happiness.

DOLOKHOV, ADELE FINKESTEIN
KDKA, Pittsburgh, Pa.

DONALD, PETER
NBC-MBS—Can You Top This, Guess Who, ABC — County Fair.

DONOVAN, WARDE
NBC—Solitair Time.

DOUGLAS, DON
School of the Air, Grand Central Station, Black Castle, M-G-M Screen Test.

DOUGLAS, HARRY
CBS — Night Time on the Trail.

DOUGLAS, JACK
NBC—CBS.

DOUGLAS, SHARON
NBC—Life of Riley.

DOUGLAS, SUSAN
NBC—The Teentimers Club.

DOUGLASS, NANCY
ABC — The Listening Post. NBC—Woman of America.

DOWNEY, MORTON
MBS—Songs by Morton Downey.

DOWNS, BILL
CBS—Cross Section—CIO.

DRAKE, BOB
WROL, Knoxville, Tenn.

DRESSLER, ERIC
CBS—Big Sister.

DREW, BARRY
NBC—Joyce Jordon, M.D.

DRILL, HELEN
KWJJ, Portland, Ore.

DUCHIN, EDDIE
NBC—Kraft Music Hall.

DUMKE, RALPH
NBC-CBS.

DUNLAP, PATRICIA
CBS — Bachelor's Children. WGN, hicago, Ill.

DUNLAP, TED
WOL, Washington, D. C.

DUNLOP, GERRY
WHKC, Columbus, O.

DUNN, EDDIE
NBC-ABC.

DUNNINGER
The Dunninger Show.

DURANTE, JIMMY
CBS — Jimmy Durante and Garry Moore.

DUSKIN, RUTHIE
ABC—Quiz Kids.

— E —

EARL, DR. CRAIG
ABC—Professor Quiz.

EAST, ED
NBC—Ed and Polly.

EAST, POLLY
NBC—Ed and Polly.

EASTMAN, CARL
NBC-CBS.

EDISON, JOE
WIBC, Indianapolis, Ind.

EDSON, EDWARD
NBC—The First Piano Quartet.

EDWARDS, JOAN
CBS—Hit Parade.

EDWARDS, RALPH
NBC—Truth or Consequences.

EGELSTON, CHARLES
CBS—Ma Perkins.

EILER, BARBARA
ABC—The Charlotte Greenwood Show.

EINSTEIN, HARRY (PARKYAKARKUS)
NBC—Meet Me At Parky's.

EISNER, ANITA
WNHC, New Haven, Conn.

ELDERS, HARRY
CBS—Michael Scott Presents. ABC—Curtain Time, NBC—The Baxters.

ELLIS, ROBERT
NBC—The Guiding Light.

ELMAN, DAVE
MBS—Rensi's Radio Auction Show.

ELSTNER, ANNE
NBC—Stella Dallas.

EMERSON, HOPE
NBC-CBS.

EMERY, BOB
MBS—Rainbow House.

EMORY, CARL
NBC—Light of the World, ABC—Terry and the Pirates.

ERIC, ELSPETH
CBS—Mommie and the Men.

BOB BURNS

May I express my sincere thanks to the directors and agencies for thinking of me when casting their shows. I am grateful to them, not only for calling me so often, but for giving me the opportunity of playing so varied a number of parts. Once again many thanks.

Sincerely,

Tony Barrett

LExington 2-1100

EVANS, RICHARD L.
CBS—Salt Lake City Tabernacle Choir and Organ.

— F —

FEE, EDNA
WSAI, Cincinnati, O.

FELTON, HAPPY
MBS-NBC.

FELTON, VERNA
CBS—The Joan Davis Show, NBC—The Skelton Scrapbook.

FENWICK, ELLEN
NBC-CBS.

FIELDS, GRACIE
NBC—Gracie Fields Show.

FIELDS, NORMAN
MBS—Murder Is My Hobby.

FIELDS, ROY
CBS—Barnyard Follies.

FIELDS, SID
NBC—Abbott & Costello.

FILLBRANDT, LAURETTE
CBS—Bachelor's Children.

FISCHMAN, HARVE
ABC—Quiz Kids.

FISHER, STERLING
NBC—Our Foreign Policy.

FITCH, LOUISE
CBS—Valiant Lady.

FITZGERALD, ED
ABC—The Fitzgeralds.

FITZGERALD, PEGEEN
ABC—The Fitzgeralds.

FITZMAURICE, MICHAEL
NBC—Woman of America.

FLING, ROBERT
KGB, San Diego, Calif.

FLIPPEN, J. C.
NBC-CBS.

FLYNN, CHARLES
ABC—Jack Armstrong.

FLYNN, ED
WSNY, Schenectady, N. Y.

FOLEY, RED
WLS—National Barn Dance.

FORD, ART
NBC — The Eileen Barton Show.

FORD, SENATOR ED
NBC—Can You Top This?

FORSYTHE, LARRY
KOIL, Omaha, Neb.

FOSTER, SALLY
CBS—National Hillbilly Champions.

FOX, TEMPLETON
NBC-CBS.

FRANCIS, ARLENE
ABC—Blind Date.

FREDERICK, ARLENE
CBS—The Sparrow and the Hawk.

FREDERICK, CAL
KFWB, Hollywood, Calif.

FREED, CHARLES
CBS—Gateways To Music.

FREEMAN, FLORENCE
NBC—Woman of America.

FROST, ALICE
NBC—Mr. and Mrs. North, CBS—Big Sister.

FRAMER, WALT

— G —

GAIR, SONDRA
WGN, Chicago, Ill.

GANNON, JOHN
ABC—Jack Armstrong.

GARNER, ADAM
NBC—The First Piano Quartet.

GARDE, BETTY
NBC-CBS.

GARDNER, ED
NBC—Duffy's Tavern.

GORDON, BERT
NBC—Eddie Cantor Show.

GARGAN, BILL
ABC—Murder Will Out.

GARY, ARTHUR
NBC.

GENTRY, EDDIE
CBS—Barnyard Follies.

GERALD, ARA
CBS—Our Gal Sunday.

GIBBS, ISABELLE
NBC—Philip Morris Follies of 1946.

GIBSON, JOHN
CBS — Crime Photographer, ABC—Terry and the Pirates.

GILLEN, DOLORES
CBS—Mommie and the Man, NBC—Right to Happiness.

GILLESPIE, JEAN
ABC—Alan Young Show.

GODDARD, DON
NBC—Home Is What You Make It.

GODFREY, ARTHUR
CBS—Arthur Godfrey Show.

GODSCHALK, HELEN
KCRC, Enid, Okla.

GOFF, NORRIS ("TUFFY")
ABC—Lum 'n' Abner.

GOLDFEIN, BUELA
WSTV, Steubenville, O.

GOLDMAN, KATE
KRNT, Des Moines, Ia.

GORCEY, LEO
NBC—Bob Burns Show.

GORDON, VIRGINIA
NBC—Abbott & Costello.

GOREAU, LORRAINE
KVOL, Lafayette, La.

GOSDEN, FREEMAN
NBC—Amos 'n' Andy.

GOSS, JIM
ABC—Jack Armstrong.

GOTHARD, DAVID
CBS—The Romance of Helen Trent, NBC—Right to Happiness.

GOTTSCHALK, NORMAN
CBS—Tena and Tim.

GRAHAM, JUDY
ABC—Quiz Kids.

GRAY, BILLY
NBC—Abbott & Costello, NBC—Eddie Cantor Show.

GRAY, STUART
WOL, Washington, D. C.

GRAEZA, WALTER
CBS—Crime Doctor.

GREEN, DOROTHY
WABC, WEAF, KHJ.

GREEN, EDDIE
NBC—Duffy's Tavern, NBC—Amos 'n' Andy.

GREEN, WILLIAM
CBS—Those Websters.

GREENWOOD, CHARLOTTE
ABC—The Charlotte Greenwood Show.

GREY, BILL
CBS—Jack Kirkwood Show.

GRIGGS, JOHN
MBS—House of Mystery.

GRIFFEN, KEN
CBS—Michael Scott Presents.

GRIFFIN, BOB
ABC—Terry and the Pirates.

GRIGGS, JOHN
ABC—Dick Tracy.

GRIMES, JACKIE
CBS—Let's Pretend, Mommie and the Men, Cimarron Tavern, NBC — Woman of America.

— H —

HAAG, ROBERT
ABC—The Sheriff, NBC—Woman of America.

HALEY, JACK
NBC—Sealtest Village Store.

HANES, BOB
WGY, Schenectady, N. Y.

HARRIS PHIL
NBC—The Jack Benny Program.

HARRIS, TOM
CBS — The Jack Kirkwood Show.

HASTINGS, BOB
CBS—National Hillbilly Champions.

HATHAWAY, JOY
CBS—Amanda.

HAWK, BOB
CBS—The Bob Hawk Show.

HAYES, GABBY
ABC—Andrew Sisters.

HAYES, HELEN
CBS—The Helen Hayes Show.

HAYMES, DICK
NBC.

HEEN, GLADYS
CBS—Tena and Tim.

HENDRICKSON, ROD
MBS—Adventures of Bulldog Drummond.

HENRITZE, BETTY
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HERCULES, HEATHCLIFFE
NBC—The Teentimers Club.

HEREFORD, JOHNNIE
CBS-NBC.

HERLIHY, ED
NBC.

HERRIOT, THOMAS
WJAP, Washington, Pa.

HERSHFIELD, HARRY
NBC—Can You Top This?

HERSHOLT, JEAN
CBS—Dr. Christian.

HICKS, GEORGE
ABC—Theatre Guild on the Air.

HIGBY, MARY JANE
CBS—The Romance of Helen Trent.

HILDEGARDE
NBC—Raleigh Room.

HILL, AL, JR.
NBC — Adventures of Bill Lance, Cited for Valor.

HILL, JOAN
KDKA, Pittsburgh, Pa.

HILLIARD, HARRIET
CBS — The Adventures of Ozzie and Harriet.

HILLIAS, PEG
CBS—Those Websters.

HIPPS, FRANK
KDKA, Pittsburgh, Pa.

HIPPS, PEARL
KDKA, Pittsburgh, Pa.

HOLBROOK, JOHN
CBS—Life Can Be Beautiful.

HOLDEN, FAIRLEY
CBS—Renfro Valley Folks.

HOLIDAY, STANLEY
WDSU, New Orleans, La.

HOLMES, AUDREY
CBS—The Garden Gate.

HOPE, BOB
NBC—The Pepsodent Show.

HOPKINS, BARRY
NBC—Women of America.

HOPPER, HEDDA
CBS.

HOWARD, EUNICE
NBC-CBS.

HORTON, EDWARD EVERETT
NBC.

HOUSE, NATHAN
WJPR, Greenville, Miss.

HOUSEMAN, KENNETH
WFEA, Manchester, N. H.

HOUSTON, JANE
CBS — Cimarron Tavern, NBC—Stella Dallas.

HOWARD, TOM
CBS—It Pays To Be Ignorant.

HOWE, QUINCY
CBS—This Living World.

HUBBARD, IRENE
CBS—Mr. Keen, Tracer of Lost Persons, NBC — Portia Faces Life.

HUDSON, TOM
NBC—The Teentimers Club.

HULICK, BUDD
NBC-MBS.

HULL, WARREN
CBS—Vox Pop.

HURT, MARLIN
CBS—The Beulah Show.

— I —

INGLISE, ELIZABETH

INTRATOR, ILSE

IRELAN, JOHN

ISH-KABIBBLE
NBC—Kay Kyser Show.

IVES, BURL
NBC.

IVES, RAYMOND, JR.

— J —

JACKSON, CHUBBY
ABC — The Woody Herman Show.

JACKSON, DALE
KDKA, Pittsburgh, Pa.

JAMISON, HOUSE
CBS — The Aldrich Family, Crime Doctor.

JANNEY, LEON
ABC—Adventures of Charlie Chan.

JARVIS, AL
KFWB, Los Angeles, Calif.—Make Believe Ballroom, Can You Tie That.

JEROME, ED
CBS — F.B.I. In Peace and War.

JOHNNY
NBC — Philip Morris Follies of 1946.

JOHNSON, PARKS
CBS, Vox Pop.

JOHNSON, RAYMOND EDWARD
CBS—Inner Sanctum.

JONES, ROBERT
WJAP, Washington, Pa.

JORDAN, JIM
NBC—Fibber McGee & Molly.

JORDAN, MARION
NBC—Fibber McGee & Molly.

JORDAN, OWEN
ABC—Terry and the Pirates.

JORY, VICTOR
CBS.

JOSTYN, JAY
NBC—Mr. District Attorney.

JUNEMAN, JERRY
KNOE, Monroe, La.

— K —

KARAM, ELENA
NBC-CBS—Road of Life.

KARP, RICHARD
KDKA, Pittsburgh, Pa.

KAY, BEATRICE
NBC.

KAY, GERALDINE
NBC—Masquerade.

KAYE, DANNY
CBS—Danny Kaye.

KAYE, LEO
KDKA, Pittsburgh, Pa.

KEARNS, JOSEPH
CBS — Suspense, Hollywood Star Time, NBC—Judy Canova Show, Jack Haley Show.

KEATING, LARRY
NBC-CBS.

KEITH, MAXINE
MBS.

KELK, JACKIE
CBS — The Aldrich Family, Celebrity Club, NBC—Chesterfield Supper Club.

KELLY, JIM
CBS—Mr. Keen Tracer of Lost Persons.

KELLY, JOE
ABC—Quiz Kids.

KELTON, PERT
ABC—The Mary Small-Junior Miss Show.

KENT, ELAINE
CBS—Our Gal Sunday.

KILGORE, SHIRLEY
WDSU, New Orleans, La.

KILPACK, BENNETT
CBS — Mr. Keen, Tracer of Lost Persons.

KING, DEL
CBS—Mary Lee Taylor.

KING, JOHN REED
CBS—Give and Take.

KING, MADOLYN
KNAK, Salt Lake City, Utah.

KIRKWOOD, JACK
CBS — The Jack Kirkwood Show.

KOHL, ARTHUR
CBS—Rosemary.

KRAMER, MANDEL
ABC—David Harding, Counterspy.

KRENN, OTTO
KDKA, Pittsburgh, Pa.

KROMAN, DAVID
WGY, Schenectady, N. Y.

KUMMER, ELOISE
NBC—Doctors At Home, The Guiding Light.

KUPPERMAN, JOEL
ABC—Quiz Kids.

KYLE, ALASTAIR
CBS—Our Gal Sunday.

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NBC—Kay Kyser's College of Musical Knowledge.

— L —

LAHR, BERT
MBS—The Fresh Up Show.

LAIR, JOHN
CBS—Renfro Valley Folks.

LANGAN, GLEN
MBS—Murder Is My Hobby.

LAKE, ARTHUR
CBS—Blondie.

LANDICK, OLYN
ABC—The Sheriff.

LANGNER, LAWRENCE
ABC—Theatre Guild On the Air.

LARSON, BOBBY
ABC — The Charlotte Greenwood Show.

LASCELLES, GEORGE
WGY, Schenectady, N. Y.

LATIMER, ED
CBS—The Romance of Helen Trent.

LAUCK, CHET
ABC—Lum 'n' Abner.

LAUREN, JANE
CBS—Light of the World.

LAURIE, JOE, JR.
NBC—Can You Top This?

LAZER, JOAN
CBS—Valiant Lady.

LEE, MADELINE
NBC—Amos 'n' Andy.

LE GRAND, RICHARD
NBC—The Great Gildersleeve.

LEIGH, LILLIAN
CBS — The Jack Kirkwood Show.

LEMKE, IRMA
WGY, Schenectady, N. Y.

LENARD, GRACE
NBC—Road of Life.

LENROW, BERNARD
CBS — Light of the World, Crime Photographer.

LEONARD, SHELDON
NBC—Meet Me At Parky's.

LEONE, RICHARD
NBC—Woman of America.

LESLIE, IRA
WBRC, Birmingham, Ala.

LETHIN, ANITA
WMBI, Chicago, Ill.

LEWIS, FRED
CBS—Light of the World.

LEWIS, FORREST

LEWIS, ROBERT Q.

LINDA
CBS—National Hillbilly Champions.

LINDLAHR, VICTOR H.
MBS.

LINKLETTER, ART
CBS—House Party, NBC—People Are Funny.

LINN, DAVID H.
KDKA, Pittsburgh, Pa.

LISKA, MRS. JOSEPH JR.
WFHR, Wisconsin Rapids, Wisc.

LISMAN, FRANKIE
KRNT, Des Moines, Ia.

LISS, RONNIE
CBS—Light of the World.

LITTELL, PATTI
KDKA, Pittsburgh, Pa.

LITTLE ELLER
CBS—Renfro Valley Folks.

LIVINGSTONE, MARY
NBC—The Jack Benny Program.

LLOYD, JACK
Kate Smith Show, Armstrong Theatre, Front Page Farrell, We, the People, My True Story, Dr. Christian.

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CBS—Life Can Be Beautiful.

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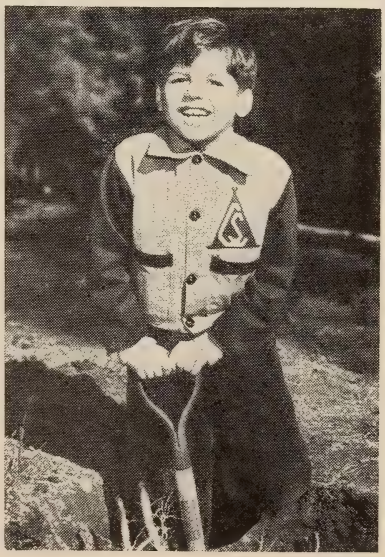

← This is **Nyles Courtney**, at the age of 8, doing a little "spadework" for his Dad, **Alan Courtney**, who at the age of 33 is "breaking ground" on **WOR**, with **Courtney's Record Carnival**, every **Saturday** afternoon, from **2:30** to **3:30 P. M.**

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NBC—The Guiding Light.

LORDE, ATHENA
Two on a Clue, Evening in Paris, Aunt Jenny, Land of the Lost, Mr. Keen, My True Story, Second Husband, WOR Brownstone Theatre Television.

LOVEJOY, FRANK
NBC—Joyce Jordon, M. D.

LOVELESS, W. P.
WMBI, Chicago, Ill.

LUBIN, LOU
NBC—Amos 'n' Andy.

LUCAS, PAUL
WTIC, Hartford, Conn.

LUDDY, BARBARA
CBS—First Nighter.

LUND, JOHN
CBS—The Bob Crosby Show.

LYNCH, KENNETH
ABC—Hop Harrigan.

LYNCH, PEG
ABC—Private Lives of Ethel and Albert.

— M —

MacBRYDE, JACK
CBS—Cimarron Tavern.

MacCORMACK, FRANKLYN
ABC—Hymns of all Churches.

MACK, EDWARD
KDKA, Pittsburgh, Pa.

MACK, GILBERT
NBC-CBS.

MacLAUGHLIN, DON
CBS—The Romance of Helen Trent, A Woman's Life, ABC —David Harding Counterspy.

MADDEN, DIXIE
KNOE, Monroe, La.

MAEL, MERRILL
KSFO, San Francisco, Calif.

MAHAR, WALLY
CBS — Maisie, NBC — One Man's Family.

MALONE, POLLY
WCAE, Pittsburgh, Pa.

MALONE, TED
ABC—Westinghouse Program.

MALOTTE, STANLEIGH
WAPI, Birmingham, Ala.

MANSON, CHARLOTTE
NBC-CBS — Road of Life, MBS—Nick Carter.

MacQUARRIE, HAVEN
NBC—Noah Webster Says.

MARBLE, HARRY
CBS—The World Today.

MARION, RUSTY
CBS—National Hillbilly Champions.

MARKS, GARNETT

MARR, EDDIE
ABC—Murder Will Out, CBS —Star of Fun and Mirth.

MARSHALL, REG

MARTIN, EMORY
CBS—Renfro Valley Folks.

MARTIN, SALLY
WSNY, Schenectady, N. Y.

MANSON, CHARLOTTE
NBC—Right of Happiness.

MASON, MARYN
CBS—The Strange Romance of Evelyn Winters.

MASSEY, RAYMOND
NBC—Harvest of Stars.

MASTERS, LYNN
NBC—Road of Life.

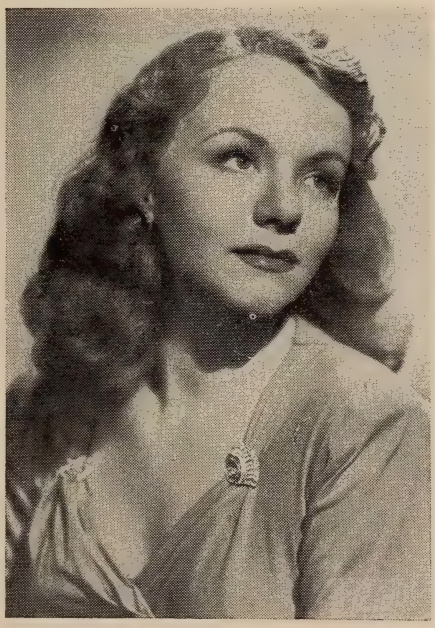
MATHER, JACK
NBC—Meet Me At Parky's.

MAY, FOSTER
ABC—Walkie Talkie.

MAYBERRY, LES
CBS—Barnyard Follies.

— Mc —

McBRIDE, MARY MARGARET
NBC.



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ROAD OF LIFE NBC
THE RIGHT TO HAPPINESS NBC
LIFE CAN BE BEAUTIFUL CBS
BRIGHT HORIZON CBS

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JACK DOUGLAS

McCAMBRIDGE, MERCEDES
CBS—Big Sister, Dick Tracy.

McCAMMON, BESS
CBS—The Romance of Helen Trent, NBC—Road of Life.

McCLAIN, JIMMY
NBC—Dr. I. Q.

McCLESKEY, BEN
WFAA, Dallas, Tex.

McCOMB, KATE
CBS — The Strange Romance of Evelyn Winters.

McCONNELL, LULU
CBS—It Pays To Be Ignorant.

McCONNELL, SMILIN' ED
NBC — Smilin' Ed McConnell and His Buster Brown Gang.

McCORMICK, MYRON
ABC—The istening Posot.

McDANIEL, HATTIE
NBC—Amos 'n' Andy.

McDONALD, HARL
CBS—Philadelphia Orchestra.

McGEEHAN, PAT
NBC — Adventures of Bill Lance, The Skeleton's Scrapebook, The Joan Davis Show.

McGEHEE, GENE
KFH, Wichita, Kans.

McGRATH, PAUL
CBS—Big Sister, Inner Sanctum.

McGUIRE, PAULA
WBNS, Columbus, O.

McKEE, BURTT, JR.
WAPI, Birmingham, Ala.

McNAUGHTON, HARRY
CBS—It Pays To Be Ignorant.

McNEILL, DON
ABC—The Breakfast Club.

McQUEEN, BUTTERFLY
CBS—Danny Kaye Show.

McVEY, TYLER
ABC—Glamour Manor.

MEIGHAN, JAMES
MBS—The Adventures of the Falcon.

MERCER, JOHNNY
CBS—Hit Parade.

MEREDITH, JAY
ABC—Terry and the Pirates.

MERRILL, GARY
CBS—The Second Mrs. Burton.

MEZGER, BILL
CBS—Coffee Club.

MIFFLIN, EDNA
KDKA, Pittsburgh, Pa.

MILES, OGDEN
NBC—Woman of America.

MILLER, MARVIN
NBC—Rudy Vallee Show, Billie Burke Show, ABC—Coronet Storyteller.

MILLER, SIDNEY
CBS—Maisie.

MITCHELL, EVERETT
NBC—The National Farm and Home Hour.

MITCHELL, SHIRLEY
CBS—The Joan Davis Show, NBC—The Great Gildersleeve.

MITTLER, FRANK
NBC—The First Piano Quartet.

MONAHAN, DICKEY
ABC—The Alan Young Show.

MONTGOMERY, RALPH
KOIL, Omaha, Neb.

MORGAN, CLAUDIA
CBS—The Adventures of the Thin Man.
NBC—Right to Happiness.

MOORE, CONSTANCE
ABC — Hollywood Mystery Time.

MOORE, DEACON
KWK, St. Louis, Mo.

MOORE, GARRY
CBS — Jimmy Durante and Garry Moore Show.

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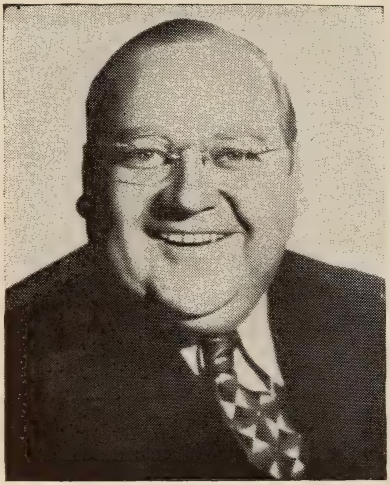

ARTHUR Q. BRYAN

Waymond Wadcliffe
Doctor Gamble

LURENE TUTTLE

MOOREHEAD, AGNES
CBS—Mayor of the Town.

MORGAN, FRANK
NBC—Kraft Music Hall.

MORRIS, CHESTER
MBS-NBC.

MORRIS, ELSYE
WPEN, Philadelphia, Pa.

MORRISON, BRET
CBS—Light of the World.
MBS—The Shadow.

MORSE, MOLLY
KGB, San Diego, Calif.

MORTON, GREGORY
NBC—Road of Life.

MOSS, ARNOLD
CBS — Reader's Digest-Radio Edition.

MULLEN, CHARLES
CBS—Mommie and the Men.

MUNSON, ONA
NBC-CBS-ABC.

MURRAY, KEN
NBC-CBS.

MURRAY, LYNN
NB—Harvest of Stars.

MURRAY, MILDRED
NBC-CBS.

MYLROIE, KATY
WOL, Washington, D. C.

— N —

NEBLETT, JOHNNIE
NBC—Tin Pan Alley of the Air.

NELSON, JOHN
ABC—Bride and Groom.

NELSON, OZZIE
CBS — The Adventures of Ozzie and Harriet.

NESBITT, JOHN
NBC—The Westinghouse Program.

NEWLIN, JOHN
CBS—Rosemary.

NICHOLSON, VALERIE
WSTP, Salsibury, N. C.

NIESEN, CLAIRE
CBS—The Second Mrs. Burton.

NILES, WENDELL
Wendell & Prindle Show.

NILSSON, NORMA JEAN
CBS—The Jack Carson Show.

NITEHAWK, ROBERT
KFAA, Helena, Ark.

NORDINE, KEN
CBS—Michael Scott Presents.

NOVAK, FRANK
MBS.

— O —

O'DAY, MICHAEL
CBS—Let's Pretend.

O'HALLORAN, HAL
ABC—Wake Up and Smile

O'KEEFE, DENNIS
ABC—Hollywood Mystery Time

OLSEN, EDITH
WNHC, New Haven, Conn.

OLSEN, JOHNNY
ABC—Ladies Be Seated

ORT, JEAN
WOL, Washington, D. C.

ORTEGA, SANTOS
CBS—The Adventures of Ellery Queen, Big Sister, Perry Mason.

O'SHEA, MICHAEL
NBC.

OWEN, ETHEL
ABC—The Listening Post.

— P —

PADWA, VEE
NBC—The First Piano Quartet.

PARKS, BERT
MBS—Break the Bank.

PARKYAKARKUS
NBC—Meet Me at Parky's.

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CBS—Big Town.

PAYNE, VIRGINIA
CBS—Ma Perkins.

PEARCE, AL
NBC—CBS.

PEARMAN, FLORENCE
WBAP, Fort Worth, Tex.

PEARSON, GEGE
NBC—The Skelton Scrapbook.

PEARY, HAL
NBC—The Great Gildersleeve.

PELLETIER, VINCENT
ABC—Curtain Time.

PERIANDRI, RAY
CBS—National Hillbilly Champions.

PERRIN, VICTOR
ABC—Remember Hour.

PERSONS, FERN
NBC—The Baxters.

PETERSON, RUTH
KSFO, San Francisco, Calif.

PETRUZZI, JACK
NBC—Masquerade.

PHELPS, RUTH
WDSU, New Orleans, La.

PHIFER, LE ROY
KFAA, Helena, Ark.

PHILLIPS, IRVING
KCRA, Sacramento, Calif.

PHILSOM, BETTY
ABC—The Mary Small-Junior Miss Show.

PIERCE, MADELINE
NBC—Stella Dallas.

POULTON, LIONEL
KDKA, Pittsburgh, Pa.

POWELL, DICK
MBS—Rogue's Gallery.

POWELL, JUDY
WPEN, Philadelphia, Pa.

PRENTISS, ED
MBS—Freedom of Opportunity.

PRINCE, DAN
WIP, Philadelphia, Pa.

PRINDAVILLE, MAYBELLE
NBC—CBS—ABC.

PRINDLE, DON
Wendell & Prindle Show.

PRYOR, AINSLIE
WJPR, Greenville, Miss

PUTNAM, GEORGE A.
NBC—CBS.

— Q —

QUEEN, ELLERY
CBS—The Adventures of Ellery Queen.

QUEEN, ROY
CBS—Barnyard Follies

QUIZ KIDS
ABC

QUIZ, PROFESSOR
NBC.

— R —

RAHT, KATHRINE
CBS—The Aldrich Family.

RANDOLPH, AMANDA
NBC—Joyce Jordon, M. D., Ladies Be Seated.

RANDOLPH, LILLIAN
NBC—Amos N Andy, The Great Gildersleeve.

RASKYN, SAM
NBC—CBS.

RATHBONE, BASIL
MBS—Adventures of Sherlock Holmes.

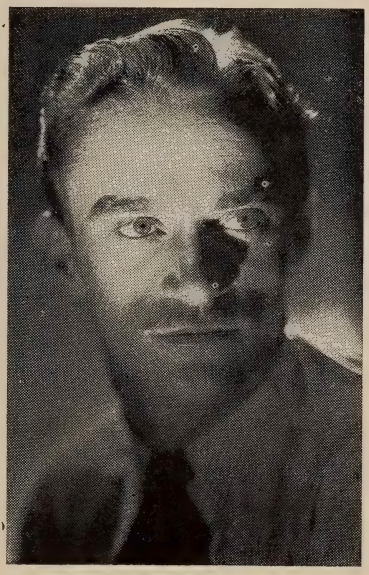
RAU, RUTH
NBC—The Guiding Light

RAUH, HELEN WAYNE
KDKA, Pittsburgh, Pa.

RAY, WADE
CBS—Barnyard Follies.

READ, SUE
NBC—CBS.

READICK, BOBBIE
CBS—Let's Pretend



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REDD, ALAN
MBS—The Nebbs.

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NBC—CBS.

REES, MARY MARREN
NBC—Masquerade.

REID, DON
CBS—Jack Kirkwood Show.

REIG, HOWARD
WGY, Schenectady, N. Y.

REIHL, DAVID
KDKA, Pittsburgh, Pa.

REIHL, DONALD
KDKA, Pittsburgh, Pa.

REIHL, KAY
KDKA, Pittsburgh, Pa.

REINHEART, ALICE
CBS—Life Can Be Beautiful.

RELLER, ELIZABETH
NBC—Portia Faces Life.

REPAID, BILLY
WOL, Washington, D. C.

RHODES, BETTY
NBC—Meet Me at Parky's.

RICH, IRENE
Dear John.

RIGGS, TOMMY
Tommy Riggs & Betty Lou.

ROBBINS, FRED
WOV—"1280 Club."

ROBERTS, KEN
MBS—Quick as a Flash.

ROBERTS, ROD
ABC—Tennessee Jed.

ROBERTS, SANDY
ABC—Tennessee Jed.

ROBERTSON, ARNOLD
NBC—Road of Life.

ROBINSON, BARTLETT
NBC—Woman of America, Portia Faces Life.

ROGERS, ROY
MUTUAL—Don Lee.

ROLFS, MARY BETH
WOL, Washington, D. C.

ROMANO, MICHAEL
NBC—The Guiding Light.

ROSE, HELEN
KFXJ, Grand Junction, Colo.

ROSS, EARLE
NBC—The Great Gildersleeve.

ROSS, NORMA JEAN
NBC—The Guiding Light.

ROST, ELAINE
NBC—Right to Happiness.

ROWLES, POLLY
KDKA—WCAE, Pittsburgh, Pa.

ROZANNE, GERTA
ABC—Terry and the Pirates.

RUSSELL, TODD
MBS—Double or Nothing.

RUTHERFORD, DOUG
CBS—F.B.I. in Peace and War.

RYAN, EDWARD
ABC—The Charlotte Greenwood Show.

RYAN, PATRICIA
CBS—Let's Pretend.

RYAN, LES
WCED, Dubois, Pa.

— S —

SACHS, ADELAIDE
KDKA, Pittsburgh, Pa.

SANDEFFER, EVA
WEEU, Reading, Pa.

SANDO, FLORENCE
KDKA, Pittsburgh, Pa.

SANFORD, FLORENCE
WGY, Schenectady, N. Y.

SCANLON, JOSEPH
WNHC, New Haven, Conn.

SCHNEE, THELMA
NBC—Joyce Jordon, M. D.

SCHREIBER, MIGNON
NBC—The Guiding Light.

SCHULTZ, BETTY
WOL, Washington, D. C.

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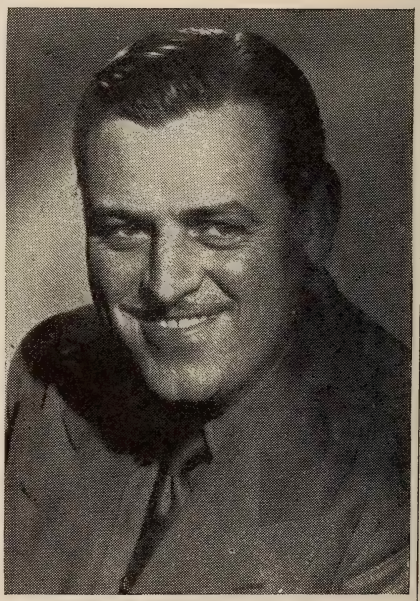


DON DOUGLAS

SCIGLIANO, JOHN
KDKA, Pittsburgh, Pa.

SCOTT, ALEXANDER
CBS—The Music of Andre Kostelanetz.

SCOTT, FRANCES
It Takes a Woman, Fact or Fantasy, Let's Play Reporter.

SCOURBY, ALEXANDER
CBS—The Strange Romance of Evelyn Winters.
NBC—Right to Happiness.

SCRIBNER, JIMMY
MBS—The Johnson Family.

SEARS, BILL
KUTA, Salt Lake City, Utah.

SELTZER, ART
NBC—Masquerade.

SERES, FLORINE
NBC—Doctors at Home.

SHAMES, RUTH
NBC—Masquerade.

SHARP, BETTY
KDKA, Pittsburgh, Pa.

SHARPE, VIRGIL
KOIL, Omaha, Neb.

SHELDON, BETTY
WOL, Washington, D. C.

SHELTON, GEORGE
CBS—It Pays to Be Ignorant

SHEPARD, ANN
CBS—Big Sister.

SHEPARD, RILEY
ABC.

SHERMAN, VAL
CBS—The First Line.

SHERWOOD, SHERRY
WOL, Washington, D. C.

SHOCKLEY, MARIAN
CBS—NBC—Road of Life.

SHORE, DINAH
NBC—Dinah Shore's Open House.

SHRINER, HERB
NBC—Philip Morris Follies of 1946.

SICKLES, WALTER
KDKA, Pittsburgh, Pa.

SIMMONS, BOB
CBS—Renfro Valley Folks.

SIMMS, GINNY
CBS—Ginny Simms Show.

SINGLETON, PENNY
CBS—Blondie.

SKELTON, RED
NBC—The Skelton Scrapbook.

SLATER, BILL
MBS.

SLATER, RALPH
The Ralph Slater Show.

SLATER, TOM
MBS.

SLOAN, JED
ABC—Tennessee Jed

SLOANE, EVERETT
ABC—The Listening Post.

SMITH, BETTY RUTH
CBS—Michael Scott Presents.

SMITH, FRED
WHK, Cleveland, O.

SMITH, KATE
CBS—Kate Smith Show, Kate Smith Speaks.

SMITH, SIDNEY
CBS—Rosemary.

SMITH, WONDERFUL
NBC—The Skelton Scrapbook.

SMOLEN, VIVIAN
CBS—Our Gal Sunday.
NBC—Stella Dallas.

SOREL, GUY
NBC—Road of Life.

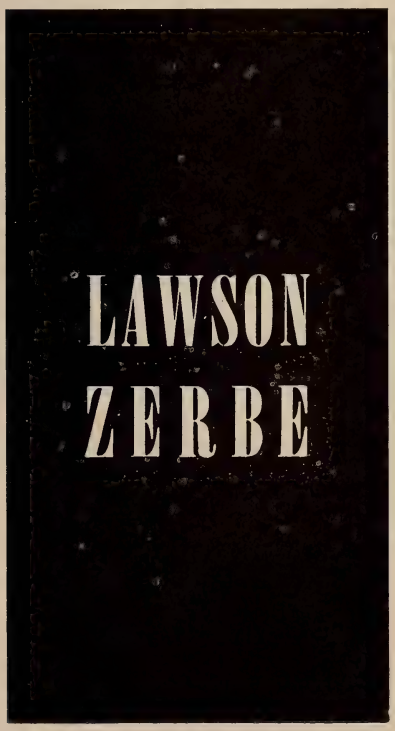
SOUBIER, CLIFF
ABC—Curtain Time.

SOULE, OLAN
CBS—Bachelor's Children, First Night.

SOUTHERN, ANN
CBS—Maisie.

SOUTHWICK, ELAINE
KSUB, Cedar City, Utah.

SPELLMAN, JERRY
CBS—Those Websters.



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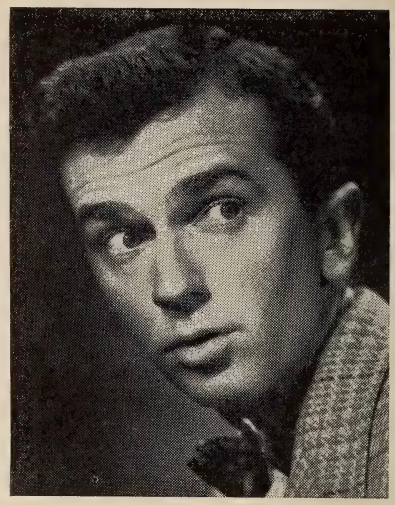
PL. 3-5916 LA. 4-1200



JACKIE KELK

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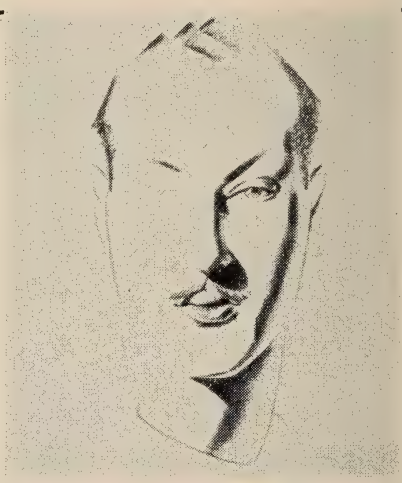

BRET MORRISON

"THE SHADOW"

Narrator On
"LIGHT OF THE WORLD"
PL. 3-5916 LEx. 2-1100

SPIRA, DOROTHY
WSNY, Schenectady, N. Y.

STAFFORD, HANLEY
CBS—The Baby Snooks Show
Blondie.

STANFORD, BOB
WFAA, Dallas, Tex.

STEHLI, EDGAR
NBC—Woman of America.

STERRETT, ANNE
NBC—Right to Happiness.

STEVENS, COOKSTOVE IKE
ABC—Tennessee Jed.

STEVENS, JULIE
CBS—The Romance of Helen Trent.

STEWART, CAROL
CBS—The Beulah Show.

STILMAN, REGINA
KDKA, Pittsburgh, Pa.

STONE, EZRA
CBS—The Aldrich Family.

STREETS, CURTIS
WGTC—Greenville, N. C.

STRICKLAND, AMZIE
NBC—ABC.

STROZZI, KAY
NBC—Joyce Jordon, M. D.

STUDEBAKER, HUGH
CBS—Michael Scott Presents, Bachelor's Children.

STUDNEY, ED
WOL, Washington, D. C.

SUBER, RAY
ABC—Curtain Time.

SULLIVAN, WILLIAM
WFEA, Manchester, N. H.

SWEET, MARION
ABC—Terry and the Pirates.

SWENSON, KARL
CBS—Our Gal Sunday.

SWINEFORD, JACK
NBC—Masquerade.

SYLVESTER, JOHN
CBS—A Woman's Life, Valiant Lady.

— T —

TAYLOR, DEEMS
NBC—The RCA Victor Show.

TAYLOR, MARY LEE
CBS—Mary Lee Taylor.

TEDROW, IRENE
MBS—The Nebbs.

TEMPLETON, ALEC

TELZEL, JOAN
NBC.

TERRY, JOY
NBC.

TERRY, RENEE
Betty & Buddy.

TETLEY, WALTER
NBC—Great Gildersleeve.

THOMAS, ANN
NBC—CBS—ABC.

THOMPSON, BARRY
ABC—Dick Tracy.
NBC—Woman of America.

TIBOR, MARY LEE
WMOB, Mobile, Ala.

TINNEY, CAL
ABC—Relax With Cal Tinney.

TIPPETTS, TWAIN
KSUB, Cedar City, Utah.

TRAMMELL, LYNN
WBAP, Fort Worth, Tex.

TRAVIS, MICHAEL ANN
NBC—Philip Morris Follies of 1946.

TREACHER, ARTHUR
CBS—The Jack Carson Show

TREMAYNE, LES
CBS—The Adventures of the Thin Man.
NBC—Joyce Jordon, M. D.

TRENT, SYBIL
CBS—Let's Pretend.

TROUT, DINK
NBC—Life of Riley.

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(Since February, 1944)

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Commercial Announcer on
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LA 4-1200

TUTTLE, LURENE
CBS—Theatre of Romance, Hollywood Star Time, This Is My Best.
Mutual—Don Lee—Rogue's Gallery.
NBC.

— U —

URCUIOLI, JOSEPH
WSYR, Syracuse, N. Y.

URRY, FRANCES
WGN, Chicago, Ill.

UTTAL, FRED
ABC—Detect and Collect.

— V —

VAGUE, VERA
NBC—Bob Hope Show.

VALENTINE, GRACE
NBC—Stella Dallas.

VALENTINE, LEW
ABC—Curtain Time.

VALENTINE, LEWIS J.
ABC—Gang Busters.

VALLEE, RUDY
NBC—Rudy Vallee Show.

VAN DYKE, JAMES
NBC—Portia Faces Life, Woman of America.
CBS—Rosemary.

VAN ROOTEN, LUIS
CBS—Light of the World.

VASS, VIRGINIA
ABC—Glamour Manor.

VAUGHAN, BERYL
ABC—Curtain Time.
NBC—Masquerade.

VINTON, ARTHUR
CBS—Crime Doctor.

VOLA, VICKI
NBC—Mr. D. A.

VOLKMAN, LOIS
NBC—Road of Life.

VON ZELL, HARRY
NBC—Dinah Shore.
NBC—Eddie Cantor.

— W —

WADE, ERNESTINE
NBC—Amos N Andy.

WADE, FRED
WTIC, Hartford, Conn.

WADE, VIRGINIA
WCED, Dubois, Pa.

WALL, LUCILLE
NBC—Portia Faces Life.

WALLACE, WILLIAM
KRNT, Des Moines, Ia.

WALTMAN, ELMER
KDKA, Pittsburgh, Pa.

WARD, JACK
NBC.

WARD, PERRY
ABC—What's Doin' Ladies.

WARNER, GERTRUDE
CBS—The Adventures of Ellery Queen, Perry Mason.

WARREN, MATT
WOL, Washington, D. C.

WEAVER, NED
MBS—Adventures of Bulldog Drummond.

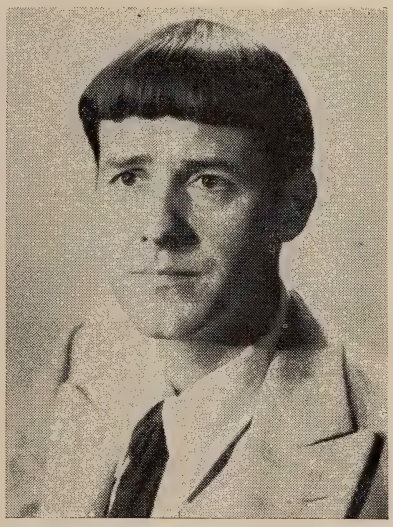
WEBB, JANE
CBS—Those Websters.
NBC—The Baxters.

WEBSTER, CHARLES
CBS—Life Can Be Beautiful, Perry Mason.

WELLES, ORSON
ABC—Orson Welles' Almanac.

WELLS, GINN
WSAI, Cincinnati, O.

WELLS, SARAJANE
ABC—Jack Armstrong.



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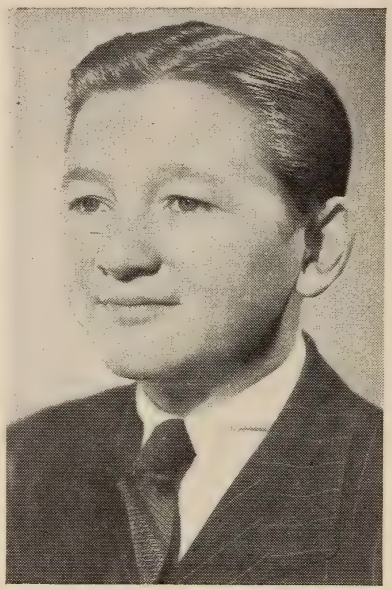

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JACK WARD

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Staff Organist

National Broadcasting Company

New York City

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"HOBBY LOBBY" CBS

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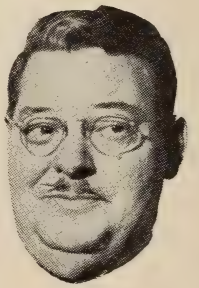
"RADIO AUCTION" MBS

PROF. QUIZ



ABC

7:30-8:00 P.M., Thursdays

for

Amoco Gas & Amoco Tires

WESTON, RUTH
NBC.

WHEELER, BERT
MBS.

WHITING, MARGARET
NBC—Philip Morris Follies of 1946.

WHITMAN, GAYNE
NBC—The Pacific Story.

WIDMARK, RICHARD
CBS—Valiant Lady.

WIDMER, HARRIET
NBC—The Guiding Light.

WILLARD, DICK
MBS—Take It Easy Time.

WILLIAMS, TOM
CBS—The Garden Gate.

WILLOCK, DAVE
CBS—The Jack Carson Show.

WILSON, DON
NBC—The Jack Benny Program.

WILK, MARIE
WCAE, Pittsburgh, Pa.

WILLIAMSON, S. B.
KFAA, Helena, Ark.

WILSON, JIMMIE
WAPI, Birmingham. Ala.

WINCHELL, PAUL
Winchell-Kaye Show.

WINKLER, BETTY
NBC—Joyce Jordon, M. D.
CBS—Rosemary.

WINSLOWE, PAULA
NBC—Life of Riley.

WOLFE, MIRIAM
CBS—Let's Pretend.

WOODS, LESLEY
CBS—Crime Photographer.
MBS—The Shadow.
NBC—Portia Faces Life.

WORCESTER, CHUCK
CBS—Columbia's Country Journal.

WRAGGE, BETTY
NBC—CBS—ABC.

— Y —

YANEY, SKEETS
CBS—National Hillbilly Champions.

YORK, DICK
ABC—Jack Armstrong.

YORK, IRA
NBC—Road of Life.

YOUNG, ALAN
ABC—Alan Young Show.

YOUNG, ARTHUR
CBS—Tena and Tim, Those Websters.
NBC—The Baxters.

YOUNG, CARLTON
ABC

YOUNG, ED
KDKA, Pittsburgh, Pa.

YOUNG, JESSE
KDKA, Pittsburgh, Pa.

YOUNG, ROLAND
NBC

YOUNGER, BEVERLY
CBS—Ma Perkins.

YOUNGMAN, HENNY
CBS—Kate Smith Show.
NBC—Raleigh Room.

YURKA, BLANCHE
CBS—Valiant Lady.

— Z —

ZARLEY, LOIS
NBC—The Guiding Light.

ZERBE, LAWSON
NBC—CBS—ABC.

ZERKLE, ETHEL JANE
KFH, Wichita, Kans.

ZINK, ALBERT H.
WEBR, Buffalo, N. Y.

ZINKAND, PHILLIP
KDKA, Pittsburgh, Pa.

ZUCKERT, BILL N
NBC—ABC—CBS.

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— A —

ADLAM, BASIL (Buzz)
ABC—Remember Hour.

ADRIAN, LOU
NBC—Billie Burke Show.

ALEXANDER, JEFF

ANTONINI, ALFREDO
CBS—Viva America.

ARDEN, VICTOR
NBC—Manhattan Merry Go Round.

ARMBRUSTER, ROBERT
NBC—Cavalcade of America.
CBS—Electric Hour.

ARTZT, BILL
CBS—Blondie.

— B —

BAKALEINIKOFF, C.
NBC—A Date With Judy.

BALLANTINE, ED.
ABC—The Breakfast Club.

BARGY, ROY
CBS—Durante-Moore Show.

BARLOW, HOWARD
NBC—Harvest of Stars.
The Voice of Firestone.

BASIE, COUNT

BELL, FRANK
CBS—Coffee Club.

BENAVIE, SAMUEL
CBS—Motor City Melodies.

BERQUIST, "WHITEY"
NBC—The National Farm and Home Hour.

BLACK, FRANK DR.
NBC—General Motors Symphony of the Air.
NBC—The Robert Merrill Show.

BLADE, JIMMY
NBC—Tin Pan Alley.

BLOCH, ROY
CBS—Crime Doctor, Powder Box Theatre.
CBS—Take It Or Leave It.
ABC—Mary Small - Junior Miss Show.

BLACKTON, JAY

BONIME, JOSEPH
ABC—The Sheriff.

BORTEL, CLAUDE
CBS—Senerade From Syracuse.

BRADLEY, OSCAR
CBS—We The People.

BROWN, MAURICE
CBS—Let's Pretend, New Voices In Song.

BRUSILOFF, NAT

— C —

CALLOWAY, CAB

CARLE, FRANKIE

CARTER, RAY
ABC—Dick Tracy.

CASE, RUSS
MBS—The Fresh Up Show.

CATES, OPIE
NBC—Judy Canova, Old Gold, Meet Me at Parky's, His Honor The Barber.

CEPPOS, MAC
MBS,
ABC.

CHERNIAVSKY, JOSEF

CHITTISON, HERMAN
CBS—Casey, Press Photographer."

COLEMAN, EMIL
NBC
MBS

CROSBY, BOB
CBS—The Bob Crosby Show.

— D —

DALE, TDE
CBS—Jimmy Carroll Singers.

DANT, CHARLES
ABC—The Charlotte Greenwood Show.

DAVIS, PHIL
ABC—Sunday Evening Party.

DEL CASTILLO, LLOYD
CBS—Stars Over Hollywood.

DITMAR, IVAN
ABC—Hedda Hopper.
CBS—

DOLAN, ROBERT
NBC—Dinah Shore.

DORSEY, JIMMY

DORSEY, TOMMY
NBC—

DRAGON, CARMEN
CBS—The Baby Snooks Show.

— E —

ELLINGTON, DUKE

ENNIS, SKINNEY

— F —

FAIRCHILD, COOKIE

FAITH, PERCY
NBC—Carnation Contented Program.

FORRESTER, DAVID
NBC—The Skelton Scrapbook.

FRITTS, STAN
ABC—MBS—Korn Kobblers.

— G —

GALE, BILL
CBS—County Fair.

GART, JON
MBC—ABC—

GILLETTE, MICKEY

GLUSKIN, LUD
NBC—Amos 'n' Andy.
CBS—Suspense, Theatre of Romance.

GOBEL, DOLPH
ABC—Dolph Gobel Trio, Woodbury, U. S. Tires, Savarin Coffee.

GOODMAN, AL
CBS—The Family Hour.

GOODMAN, BENNY

GOOSENS, EUGENE
MBS—Cleveland Orchestra.

GOULD, MORTON

GRAY, JERRY
NBC—Phillip Morris Follies Of 1946.

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DUKE

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VICTOR RECORDS

Winner of
ESQUIRE'S GOLD AWARD
1944
and again in
1945

Direction:
WM. MORRIS AGENCY

— H —

HEANSCHEN, GUSTAVE
NBC—American Album of Familiar Music,
CBS—Saturday Night Serenade.

HARRIS, PHIL
NBC—The Jack Benny Show.

HATCH, WILBUR
CBS—Screen Guild Players.

HATHAWAY, CHARLES
ABC—Hollywood Mystery Time.

HAWKINS, ERSKINE

HEAPS, PORTER
ABC—Curtain Time.

HENDERSON, FLETCHER
MBS—NBC—

HERMAN, WOODY
ABC—Woody Herman Show.

HERRMAN, BERNARD
CBS—Encore Appearance, Gateway to Music, Eileen Farrell & The Columbia Concert Orchestra, Invitation to Music, Mona Paulee.

HEZZIE, PAUL
NBC—National Barn Dance.

HIMBER, RICHARD
MBS—

HOFF, CARL
NBC—Abbott & Costello, College of Musical Knowledge.

HOFFMAN, HARRY

— J —

JAMES, HARRY

JENKINS, GORDON
CBS—The Dick Haymes Show,
NBC—Bob Burns Show.

JEROME, JERRY
NBC—The Eileen Barton Show.

JONES, SPIKE

— K —

KATIMS, MILTON
NBC—

KATZ, BERNARD
CBS—Mayor of The Town, This Is My Best, Cresta Blanca.

KAYE, SAMMY
Serenade.
ABC—Sammy Kaye's Sunday

KEMPINSKI, LEO
NBC—Army Hour, National Hour, Archie Andrews.

KENTON, STAN

KING, DUDLEY
CBS—Hobby Lobby.

KOSLOFF, LOU
NBC—Life of Riley.

KOSTELANETZ, ANDRE
CBS—The Music of Andre Kostelanetz.

KOUSSEVITZKY, SERGE DR.
ABC—Boston Symphony Orchestra.

KRUEGER, BEN
NBC—Rudy Vallee.

KYSER, KAY
NBC — Kollege of Musical Knowledge.

— L —

LAWRENCE, ELLIOT
CBS—Elliot Lawrence Orchestra,
CBS—Listen to Lawrence.

VICTOR YOUNG

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MUSICAL DIRECTOR AND ARRANGER

MR. KEEN — C.B.S.

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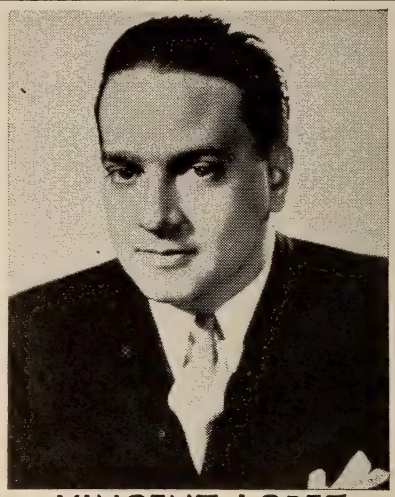

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Decca Records—

LAVALLE, PAUL
NBC—City Service.

LEIBERT, DICK

LEINSDORF, ERIC

LEVEY, HAROLD
CBS—Armstrong's Theatre of Today,
ABC—Theatre Guild On The Air.

LEVIN, SYLVAN
CBS—Great Moments In Music.

LEWIS, TED

LIGHT, ENOCH
MBS—Songhits Magazine Program.

LOMBARDO, GUY
ABC—Musical Autographs.

LONG, JOHNNY
NBC—The Teentimers Club.

LOPEZ, VINCENT
MBS—Detect A Tune.

LUBIN, HARRY
ABC—Glamour Manor.

LYMAN, ABE
NBC—Waltz Time.

LYTELL, JIMMY
MBS—Songs By Morton Downey.

— M —

MALNECK, MATTY
CBS—The Billy Burke Show.
NBC—Duffy's Tavern.

MAMORSKY, MORRIS
NBC—The Eternal Light.

MARTIN, FREDDIE
CBS—The Jack Carson Show.

MATHEWS, THOMAS
CBS—Blue Jacket Choir.

MAUPIN, REX
ABC—Wake Up And Smile.

MAY, BILLY
CBS—Ozzie & Harriet.

Mc INTYRE, HAL

MEAKIN, JACK
NBC—The Great Gildersleeve.

MERLIN, VING
NBC—Solitair Time.

MILLER, JACK
CBS—The Aldrich Family, Kate Smith Sings.

MILLER, IRVING
CBS—Jack Kirkwood.

MILLS, BILLY
NBC—Fibber McGee & Molly.

MILLS, FELIX
CBS—Burns And Allen.

MURRAY, LYN

— N —

NELSON, OZZIE
CBS—The Adventures of Ozzie & Harriet.

NEWMAN, ALFRED
CBS—Hollywood Star Time.

NEWMAN, RUBY
CBS—Janette Davis, Songs, Danny O'Neill & His Guest.

NOBLE, RAY
NBC—Chase & Sanborn.

NOVAK, FRANK
NBC—Firehouse Follies, Van Camps Milk,
MBS—Take It Easy.

NOVICK, NAT
CBS—It Pays To Be Ignorant

JACK MILLER

Musical Director

"KATE SMITH SINGS"

CBS

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"Show Stoppers"

for the

Koret Co. of California

JON GART

Composer-Conductor

DON VOORHEES

•

1945

Bell "Telephone Hour"

"March of Time"

— O —

ORMANDY, EUGENE
CBS—Philadelphia Orchestra.

OSBORNE, WILL
NBC—Abbott & Costello.

— P —

PAIGE, RAYMOND
NBC—The RCA Victor Show.

PASTOR, TONY
NBC—The Teentimers Club.

PAUL, EDDIE
NBC—Sealtest Village Store.

PELLE, VICTOR
MBS—Double or Nothing.

PETRILLO, CAESAR
WBBM—Chicago.

PITT, MERLE
WNEW.

PRIMA, LOUIE

— R —

RAPH, TEDDY
ABC—Detect And Collect.

RENARD, JAQUES

RICKY, AL
CBS—Mr. Keen, Tracer of Lost Persons.

RODZINSKI, AUTUR
CBS—New York Philharmonic.

ROTH, ALLEN
WEAF—Schaefer Revue.

— S —

SAVITT, JAN
ABC—The Louella Parsons Show.

SCHOEN, VIC
CBS—The Andrews Sisters Show.

SEILE, PAUL
CBS—Theatre of Romance.

SELINSKY, VLADIMIR
CBS—The Hellen Hayes Show.

SELL, PAUL
CBS—Gene Autry.

SHAFFER, LLOYD
NBC — Chesterfield Supper Club.

SHELDON, EARL
CBS—The Jack Smith Show.

SHIELDS, ROY

SILVER, LOU
CBS—Lux Radio Theatre.

SOSNIC, HARRY
NBC—Raleigh Room.

SPITALNY, PHIL
NBC—Hour of Charm.

SPIVAK, CHARLIE

STACK, ALBERT
CBS—The Beulla Show, Maisie.

STANLEY, BOB
MBS—

STEELE, TED
KMPC.

STEINER, FREDERICK
ABC—This Is Your FBI.

CARL HOFF

IRVING MILLER

Conductor-Arranger

★

The Jack Kirkwood Show

For

Procter & Gamble

CBS

ROY BARGY

Musical Conductor

DURANTE-MOORE SHOW

for

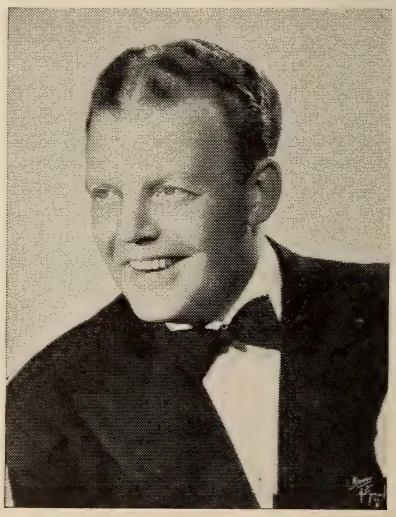
Rexall Drug Company
C.B.S.

HANK SYLVERN

Composer
Conductor
Organist

dolph gobel

american broadcasting co.
radio city new york



DICK LEIBERT

ORGANIST-CONDUCTOR-COMPOSER

STERNEY, GEORGE

STEVENS, LEITH
KHJ—Dick Powell, Request Performance.

STOESS, WILLIAM
CBS—Reader's Digest — Radio Edition.

STORDAHL, AXEL
CBS—The Frank Sinatra Show.

SUES, LEONARD
NBC—Eddie Cantor.

SWEETEN, CLAUDE

SYLVERN, HANK
CBS—Arthur Godfrey Show.

— T —

TAYLOR, GILBERT
NBC—National Barn Dance.

TERRY, DAVE
CBS—Danny Kaye Show.

TOSCANINI, ARTURO
NBC—General Motors Symphony of the Air.

TRENDLER, BOB
MBS—Swing's The Thing, Freedom of Opportunity.

TRIETSCH, KENN
NBC—National Barn Dance.

TROTTER, JOHN SCOTT
NBC—Kraft Music Hall.

— V —

VAN, CLEAVE
CBS—
ABC—

VAN STEEDEN, PETER
CBS—The Bob Hawk Show.

VELAZCO, EMIL

VOORHEES, DON
NBC—Bell Telephone Hour.

— W —

WALLENSTEIN, ALFRED

WARD, CHARLES OTTO GABE
NBC—National Barn Dance.

WARD, JACK
NBC—

WARING, FRED
NBC—The Fred Waring Show.

WARNOW, MARK
CBS—Your Hit Parade.

WESTON, PAUL
CBS—The Joan Davis Show. Swan Soap.

WHITE, JOHNNY
MBS—Sweetheart Time.

WHITEMAN, PAUL
ABC—Radio Hall of Fame.

WILLSON, MEREDITH
NBC—Burns & Allen Show.

WYLE, GEORGE
ABC—The Alan Young Show.

— Y —

YOUNG, VICTOR
NBC—The Westinghouse Program.

— Z —

ZIMMERMAN, HARRY
MBS—

HERMAN CHITTISON

"Casey, Press Photographer"
CBS

"Lanny Ross Show"
CBS

Per. Mgt. Bob Coe

Direction Wm. Morris Agency

OPIE CATES

• • •

HIS
CLARINET
AND
ORCHESTRA

• • •

Musical Director . . .

THE JUDY CANOVA SHOW—NBC
MEET ME AT PARKY'S — NBC
HIS HONOR THE BARBER—NBC

JOAN EDWARDS

celebrating her fifth birthday as

"YOUR HIT PARADE GIRL"

Music Corporation of America
Management

Lyn Duddy
Publicity Representative

ANITA ELLIS

Singing Star

RED SKELTON PROGRAM
NBC

Vocal Artists
—their work during 1945

— A —

ADAMS, JANE
WESX, Salem, Mass.
ADDISON, HENRY
WSSV, Petersburg, Va.
ADDY, CLYDE
KOIL, Omaha, Neb.
ALBANESE, LICIA
MBS—Treasure Hour of Song.
ALEXANDER, NICOLAI
KDKA, Pittsburgh, Pa.
ALEXANDER, TED
WWDC, Washington, D. C.
ALIFF, HAMILTON
WWVA, W. Wheeling, Va.
ALLEN, REX
WLS, Chicago, Illinois
ALLEN, RICHARD
WJAS, Pittsburgh, Pa.
ALLEN, ROSALIE
WOV, New York, N. Y.
ALLEN, STEVE
KFPW, Fort Smith, Ark.
ALLEN, SUSAN
ABC—Sammy Kaye's Sunday Serenade.
ALLEN, WALLACE
WJNC, Packsonville, No. Car.
ALME, JEAN
WDAY, Fargo, N. Dak.
ALT, DOROTHY
WBEN, Buffalo, N. Y.
ALVAREZ, VIRGINIA
WHK, Cleveland, Ohio.
AMES, CAROL
CBS—Sing Along Club.
AMSTERDAM CHORUS
NBC—Waltz Time.
ANDERSON, AURORA LONG
WTMC, Ocala, Fla.
ANDERSON, ETHEL
KOOS, Coos Bay, Oregon.
ANDERSON, VERN
WJMC, Rice Lake, Wis.
ANDREWS SISTERS
ABC—Eight To The Bar Ranch.
CBS—The Andrews Sisters Show.
ARBOGAST, Wayne
WIBW, Topeka, Kan.
ARMEN, KAY
ABC—Wake Up And Smile.
ARNELL, AMY
NBC—Abbott & Costello.
ARNOLD, EDDIE
MBC—Opry House Matinee.
ARTHUR, JACK
MBS.
NBC.
AZZARO, AL
KDKA, Pittsburgh, Pa.

— B —

BAILEY, CECIL
WSM, Nashville, Tenn.
BAILEY, JAMES
WHEC, Rochester, N. Y.
BAKER, JACK
WSM, Nashville, Tenn.
BAKER, JERRY
WMCA, New York, N. Y.

CURT MASSEY

NASH-KELVINATOR PROGRAM

Management
CENTURY ARTISTS, LTD.
NEW YORK and HOLLYWOOD

BALL, BETTY LOU
WAIR, Winston-Salem, N. C.
BARCLAY, BETTY
ABC—Sammy Kaye's Sunday Serenade.
BARFIELD, WARREN
WPTF, Raleigh, N. C.
BARKSDALE, EVERETT
CBS—The Jubalaires
BARNES, ROY
KPOW, Powell, Wyo.
BARRY, LEE
WMC, Memphis, Tenn.
BARTON, EILEEN
NBC—Eileen Barton Show.
CBS—Frank Sinatra Show.
BATES, LULU
BAXTER, JEANNE
KDKA, Pittsburgh, Pa.
BEAN, ALVIN
WFAA, Dallas, Tex.
BEASLEY, IRENE
CBS, Irene Beasley-Neighbors Show.
MBS, Raising a Husband.
BECKER, MARGARET
KALE, Portland, Ore.
BECKWITH, CLIFF
WPTF, Raleigh, N. C.
BENNETT SISTERS
WBBM, Chicago, Ill.
BERCH, JACK
ABC—The Jack Berch Show.
BERG, FLORENCE
KDKA, Pittsburgh, Pa.
BERGER, GORDON
NBC—The Fred Waring Show.

BETTS, JOHNNY
BEVERLY, ELAINE
KDKA, KQV, Pittsburgh, Pa.
BISHOP, ADELAIDE
BLACK, JUNE
WKRC, Cincinnati, Ohio.
BLACKWELL, BETTY
WSPA Spartanburg S. C.
BLUE MOUNTAIN GIRLS
CBS—Renfro Valley Folks.
BODYCOMBE ROBERT
KDKA, Pittsburgh, Pa.
BOLAND, KAY
WGBS, Miami, Florida.
BOND, ANN
KOMA, Oklahoma City, Okla.
BOREN, CHARLIE
WELO, Tupelo, Miss.
BORGE, VICTOR
NBC, The Victor Borge Show.
BOSCH, HENRY
WMBI, Chicago, Ill.
BOYLE, DICK
WHK, Cleveland, Ohio.
BRAGDON, JOE
KFAA, Helena, Ark.
BRAINHARD, JOAN
WNHC, New Haven, Conn.
BREHMER, LARRY
KTBI, Tacoma, Wash.
BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa.
BRINK, ROBERT
KTSA, San Antonio, Texas.
BRISCOE, HELEN MARIE
KOA, Denver, Colo.

BRITO, PHIL
ABC.
MBS.
BROOKS, DOROTHA
WTAM, Cleveland, Ohio.
BROOKS, JOAN
BROOKS, KIRBY
WIOD, Miami, Fla.
BROOKS, ORVILLE
CBS—The Jubalaires
BROOKS, THEODORE
CBS—The Jubalaires
BROWN, DICK
NBC—RCA Victor
MBS—Dick Brown Show.
BROWN, HAL
KTSA, San Antonio, Texas.
BROWN, RUSS
WBBM, Chicago, Illinois.
BRUSH, BRUCE
KUTA, Salt Lake City, Utah.
BRYANT, LOPPY
KDKA, Pittsburgh, Pa.
BRYANT, SLIM
KDKA, Pittsburgh, Pa.
BUNKHOUSE BOYS
ABC—Friendship Ranch
BURKE, JANE
KDKA, Pittsburgh, Pa.
BURT, WILLIAM
WWVA, Wheeling, W. Va.
BUSH, DON
WOWO, Fort Wayne, Ind.
BUTERA, VINCENT
WKPA, New Kensington, Pa

DICK BROWN
RADIO'S NEWEST SINGING STAR
"CALLING ALL GIRLS"
"PLEASURE PARADE"
"HEARTS IN HARMONY"
★
GUILD RECORDS
Personal Manager Jimmy Rich

If you have Availability
Chills
and
Spots Before the Eyes
TAKE THE CURE
WITH "CUE-IN"
SEE
AP RADIO
PRODUCTIONS
PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

— C —

CACKLE SISTERS
MBS—Opry House Matinee.
CADETS QUARTET
ABC—The Breakfast Club.
CARLYLE, LOUISE
ABC—Sunday Evening Party.
CARMICHAEL, HOAGY
NBC — Hoagy Carmichael Show.
CAROL SISTERS
WGAR, Cleveland, Ohio.
CARPENTER, DONALD L.
KBIX, Muksogee, Okla.
CARPENTER, THELMA
NBC—The Eddie Cantor Show.
CARROLL, FRANCES
WIP, Philadelphia, Pa.
CARROLL, GEORGIA
NBC — College of Musical Knowledge.
CARROLL, GLORIA
WEEI—Boston.
CBS—Coffee Club.
CARROLL, JIMMY
CBS—Jimmy Carroll Sings.
CARROLL, MARTHA
WFBM, Indianapolis, Ind.
CARSON, JEANNIE LOU
WLS, Chicago, Ill.
CARTER, BOB
KDKA, Pittsburgh, Pa.
CASSELL, PETE
WWVA, Wheeling, W. Va.
CELSO VEGA QUINTET
CBS—Viva America.
CHADWICK, JEAN
KDKA, Pittsburgh, Pa.
CHAMBERS, VIRGIL
KFBI, Wichita, Kan.
CHANDLER, WILBUR
KRNT, Des Moines, Iowa.
CHARIOTEERS
NBC—Kraft Music Hall.
CHAYRES, NESTOR MESTA
CBS—Viva America.
CHIAPPA, RUTH
WPAY, Portsmouth, Ohio.
CHILDS, LELAND
WSFA, Montgomery, Ala.
CHOOKASIAN, LILLIAN
ABC—Hymns Of All Churches.
CHRISTIANSON, ILLIAN
WJTN, Jamestown, N. Y.
CHRISTIE, KEN
Jimmy Carroll Sings.
CHURCHILL, STUART
NBC—The Fred Waring Show.
CLAIR, DONNA
WWVA, Wheeling, W. Va.
CLAIRE, MARION
WGN, Chicago, Ill.
CLARKE, HARRY
KSL, Salt Lake City, Utah.
CLAYTON, KEN
KFJZ, Fort Worth, Texas.
CLAYTON, PATTI
CBS—Patti Clayton Show.
CBS—Arthur Godfrey Show.
CLUB GOSPEL SINGERS
ABC—Club Time.
COCKRELL, LARRY
KVOA, Tucson, Arizona.
COLLINS, JOYCE
KPAC, Port Arthur, Texas.
COMO, PERRY
NBC — Chesterfield Supper Club.
CANOVA, JUDY
NBC—The Judy Canova Show.
COON CREEK GIRLS
CBS—Renfro Valley Folks.
COOPER, JERRY
MBS, New York, N. Y.
CORDRY, VIRGINIA
WIBC, Indianapolis, Ind.
COREY, HELEN
KBON, Omaha, Neb.
COTTINGHAM, RUTH
NBC—The Fred Waring Show.
COURTNEY, DIANE
NBC.
COYLE, JERRY
WSNY, Schenectady, N. Y.
CROSBY, BING
NBC—Kraft Music Hall.
CROSBY, BOB
BCS—Ford Hour.
CRAWFORD, NAOMI
KWK, St. Louis, Mo.
CROOKS, RICHARD
NBC—The Voice of Firestone.
CROSS, TIM
KWTO, Springfield, Mo.
CURTIS, JACK
WCAU, Philadelphia, Pa.

JEANNE McKEON

EILEEN BARTON
"Eileen Barton Show"
NBC

— D —

DALEY, CASS
NBC—Fitch Bandwagon.
DAME, CLAIRE
WFEA, Manchester, N. H.
DAMSEL, MABLE
WTMC, Ocala, Fla.
DANA, JOE R.
KOY, Phoenix, Ariz.
DARBY, EDWARD
WEBR, Buffalo, N. Y.
DARLING, DENVER
WNEW, New York, N. Y.
DARRELL, ELAINE
KALL, Salt Lake City, Utah.
DARRELL, HON
KFPW, Fort Smith, Ark.
DAUM, MARGARET
NBC — American Album of Familiar Music.
DAVIES, GWEN
DAVIS, JANETTE
CBS—Janette Davis, Songs
DAVY, RUTH
MBS—The Fresh Up Show.
DAWDY, MAUREEN
WIBW, Topeka, Kan.
DAY, DENNIS
NBC.
DAYE, MARILYN
WBNS, Columbus, Ohio.
DAYTON, CAROL
WJAS, Pittsburgh, Pa.
DEAN, EDDIE
DeBORD, JEROME
WIBW, Topeka, Kan.
D'ELIA, ANN
WTAG, Worcester, Mass.
DELTA RYTHM BOYS
NBC—Amos 'N' Andy
DE MARCO SISTERS
NBC—Fred Allen Show.
DeMOSS, LYLE
WOW, Omaha, Neb.
DENNY, DAVE
WHN, New York, N. Y.
DENNEY, EDMUND
WIBW, Topeka, Kan.
DENNIS, MARJORIE
WAPI, Birmingham, Ala.
DENTON, JOE
WHAS, Louisville, Ky.
DESMOND, JOHNNY
NBC—Philip Morris Follies of 1946.
NBC—The Teentimers Club.
DICK, ROBERT
WIBW, Topeka, Kan.
DICKENSON, JEAN
NBC — American Album of Familiar Music.
DICKEY, ANNAMARY
CBS—Star Theater.
DINWOODEY, ANNETTE
KSL, Salt Lake City, Utah.
DON LARGE CHORUS
CBS—Motor City Melodies.
DON, MILDRED
KDKA, Pittsburgh, Pa.
DONOVAN, WARDE
NBC — The Eileen Barton Show.
NBC—Solitair Time.
DOSSETT, LAURENCE
KTSA, San Antonio, Texas.
DOUGLAS, MICHAEL
NBC — College of Musical Knowledge.
DOWNEY, MORTON
MBS — Songs by Morton Downey.
DRAGONETTE, JESSICA
CBS—Saturday Night Serenade.
DRAKE, GEORGE
WEW, St. Louis, Mo.
DUKE, BUTCH
WKEY, Covington, Va.
DUKE, TEX
KXOK, Sweetwater, Texas.
DUNHAVER, JACK
KIRO, Seattle, Wash.
DUNN, BERT
KMO, Tacoma, Wash.
DUNN, REED
WWVA, Wheeling, W. Va.
DUTIEL, ULDENE
WPAY, Portsmouth, Ohio.
DYER, MARY MILLS
WAIR, Winston-Salem, N. C.

— E —

EBERT, DOROTHY
WCAO, Baltimore, Md.
EDDY, NELSON
CBS—Electric Hour.
EDWARDS, JOAN
CBS—Your Hit Parade.

BILL PERRY

10th Year

on

"Saturday Night Serenade"

. . . CBS . . . for PET MILK

EDWARDS. LEE
WWJ, Detroit, Mich.
EIBECK, WALTER
KDKA, Pittsburgh, Pa.
ELLIS, ANITA
NBC—The Skelton Scrapbook.
MBC—Anita Ellis Sings.
ELLIS, BETTY
KXOK. St. Louis, Mo.
EMERALD, GENE
KRNT, Des Moines, Iowa.
ENT, JANE
WCED, Dubois, Pa.
EVANS, JEAN
WMC, Memphis, Tenn.
EVANS, MIRIAM
KRNT, Des Moines, Iowa.

— F —

FANSLER, DICK
WIBC, Indianapolis, Ind.
FARNEY, JEAN
WMT, Cedar Rapids, Iowa.
FARRELL, EILEEN
CBS — Eileen Farrell & the Columbia Concert Orch.
CBS—Eileen Farrell, Soprano.
FARRELL, JIMMY
CBS.
FARRELL, SKIP
WMAQ, Chicago, Ill.
MBS-Swing's The Thing.
FAYE, Lucille
WEBR, Buffalo, N. Y.
FEE, JANET
KOA, Denver, Colorado.
FEENEY, JOHN
FISCHER, RICHARD
KDKA, Pittsburgh, Pa.
FISCHER, ROSE MAY
WWDC, Washington, D. C.
FISHER, JANE
KDKA, Pittsburgh, Pa.
FITZGERALD, ELLA
FLORINE, LARRY
KICD, Spencer, Iowa.
FLOWERS, SALLY
WGH, Newport News, Va.
FOLEY, RED
WLS, Chicago, Ill.
National Barn Dance.
FOOTE, BRUCE
WGN, Chicago, Ill.
ABC—Hymns at all Churches.
FORD, ERNEST
WOPI, Bristol, Tenn.
FORREST, HELEN
CBS—The Dick Haymes Show.
NBC — Everything for the Boys.
FORTIER, ROSELLE COURY
WCOU, Lewiston, Maine.
THE FOUNTAINAIRES
NBC—Sealtest Village Store
FOUR CHICKS AND CHUCK
CBS—Kate Smith Sings
ABC—The Alan Young Show.
FOUR, FARRY
WJNC, Jacksonville, No. Car.
FOUR VAGABONDS
ABC—The Breakfast Club.
NBC—Tin Pan Alley of the Air.
FRANCIS, IRMA
KPDN, Pampa, Texas.
FRIDAY, PAT
NBC—The Victor Borge Show.
FRITTS, STAN
ABC—Korn Kobblers.
MBS.
FROOME, GALAN
WBAL, Baltimore, Maryland.
FULTON, JACK
WBBM, Chicago, Ill.
FULTON, J. DICKSON
KDKA, Pittsburgh, Pa.

— G —

GAINEY, ANDREW
KOA, Denver, Colo.
GARDNER, JANE
WFBL, Syracuse, N. Y.
CBS—Serenade From Syracuse.
GARRETSON, GEORGE
KPOF, Denver, Colo.
GARY, SID
WMCA, New York City.
GAYLORD, CHET
GEARS, WALLY
WTCN, Minneapolis, Minn.
GELLER, RICK
WAIR, Winston-Salem, N. C.
GENTRY, FRED
WSPA, Spartanburg, S. C.
GIBBS, GEORGIA
GIFFORD, LYNN E.
WRRN, Warren, Ohio.

RONNY MANSFIELD

Singing Songs of Today
Yesterday and Tomorrow
ON
KFI—NBC—Mon. Through Sat.
9:45 to 10:00 a.m.

KNX—CBS—Guest "INGLEWOOD PARK CONCERT"

"Smiling"
JERRY BAKER
New York's Favorite
Staff Soloist WMCA

GILBERT, CAROLYN
WMAQ, Chicago, Ill.
GILMORE, ANNE
KXOK, St. Louis, Mo.
GINYARD, J. C.
CBS—The Jubalaires.
GIPSON, JACK
WBAP, Fort Worth, Texas.
GIRTON, LOUIS
WMAN, Mansfield, Ohio.
GLENN, MARTHA
KDKA, Pittsburgh, Pa.
GOODMAN, GORDON
NBC—The Fred Waring Show.
GORDON, JEAN
KOMA, Oklahoma City, Okla.
GORIN, IGOR
NBC—The Voice of Firestone
GOULD, MARIAN
KDKA, Pittsburgh, Pa.
GRAHAM, BOB
CBS—The Baby Snooks Show.
GRAHAM, WILLA DEEN
WCBI, Columbus, Miss.
GRANT, HAL
WGBR, Goldsboro, N. C.
GRANVILLE, BERT
KXOK, St. Louis, Mo.
GREAT LAKES NAVAL TRAINING STATION CHORUS
CBS—Blue Jacket Choir.
GREDO, JOE
WGTM, Wilson, No. Car.
GREENLEE, GERALD
WMBI, Chicago, Ill.
GREER, HELEN
WHAS, Louisville, Ky.
GRIFFIN, MERVYN
KFRC, San Francisco, Calif.
GRIFFIN, RAY
KDKA, Pittsburgh, Pa.
GROSH, ELSWORTH
WDBJ, Roanoke, Va.
GUIDRY, DOC
KVOL, Lafayette, La.
GWINN, WILLIAM
KFRC, San Francisco,Calif.

— H —

HAINES, CONNIE
NBC—Abbott & Costello.
HALE, NANCY
WCAO, Baltimore, Maryland.
HALEY, CLARINE
KWK, St. Louis, Mo.
HALL, JIM
WMBG, Richmond, Va.
HALLIDAY, GLORIA
WBAL, Baltimore, Md.
HAMILTON, BERTA
WALB, Albany, Ga.
HAMILTON, GUY
WALB, Albany, Ga.
HAMILTON, JOE
WLBJ, Bowling Green, Ky.
HANNA, VIRGINIA
KDKA, Pittsburgh, Pa.
HANNON, BOB
CBS—American Melody Hour.
HAPPY FATS
KVOL, Lafayette, La.
HARRIS, TOM
CBS — The Jack Kirkwood Show.
HARVEY, JANE
NBC—The Teentimers Club.
HAWLEY, LEN
WHEC, Rochester, N. Y.
HAWTHORNE, PEPPER
WMBD, Peoria, Ill.
HAYES, CLARENCE
KGO, San Francisco, Calif.
HAYMES, DICK
CBS—The Dick Haymes Show.
NBC — Everything For The Boys.
HAYWORTH, HERB
WOWO, Fort Wayne, Ind.
HEID, GEORGE
KDKA, Pittsburgh, Pa.
HEINZ, AL
WHKC, Columbus, Ohio.
HELTON, EVA
WGAU, Athens, Ga.
HENLEY HARMONY BOYS
WSFA, Montgomery, Ala.
HENZIE, MARTHA
KDKA, Pittsburgh, Pa.
HERRINGTON TRIO
KWFT, Wichita Falls, Texas.
HILDEGARDE
NBC—The Raleigh Room
HILL, ELIZABETH
WCAU, Philadelphia, Pa.
HILL JACKIE
KWK, St. Louis, Mo.
HINDS, BLAINE
KDKA, Pittsburgh, Pa.

RAY SMITH

WMCA'S

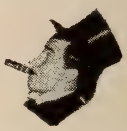
"Singin' Cowboy"

IT'S FUN Working With You Guys 'N' Gals

Hezzie

Ken

Gil


Gabe

HOOSIER HOT SHOTS

Decca Records • Columbia Pictures • National Barn Dance (NBC)
Management: Mitchell J. Hamilburg Agency

HINKLE, ED
WIBC, Indianapolis, Ind.
HIT PARADERS
CBS—Your Hit Parade.
HODGES, JOY
NBC.
HOLDER, MARY LEE
WPTF, Raleigh, No. Car.
HOLLY, VERA
CBS—Viva America
HOLMES, W. J.
KDKA, Pittsburgh, Pa.
HOLMES, SALTY
ABC—Wake Up And Smile.
HOLTON, BRICK
KALE, Portland, Ore.
HONEY AND THE BEES QUARTET
NBC—The Fred Waring Show.
HOOKEY, BOBBY
MBS—Hookey Hall
HOOSIER HOT SHOTS
HOPKINS, DOC
WLS, Chicago, Ill.
HORNE, LENA
HUBERT, JOHN
CBS—The Four Clubmen
HUGHES, BOB
KDKA, Pittsburgh, Pa.
HUM AND STRUM
WCOP, Boston, Mass.
HUMPHREYS, DOROTHY STEVENS
WBNS, Columbus, Ohio.
HUNTER, JACK
WCAU, Philadelphia, Penna.
CBS—Elliot Lawrence Orchestra.
CBS—Listen To Lawrence.

— I —

IKE AND HAP
KVNU, Logan, Utah.
INK SPOTS
IRVINE, GAYLE
KUTA, Salt Lake City, Utah.

— J —

JANIS, MARGARET
WCOP, Boston, Mass.
JARVIS, IDA
WLAW, Lawrence, Mass.
JENKINS, ELSIE
KPOW, Powell, Wyo.
JOHNNY BOND TRIO
CBS—Gene Autry Show.
JOHNS, VIVIAN
KDKA, Pittsburgh, Pa.
JOHNSON, BARBARA
WOWO, Fort Wayne, Ind.
JOHNSON, CURTIS
KYSM, Mankato, Minn.
JOHNSON, MAL
WCED, Dubois, Pa.
JOHNSON, PAUL
WOC, Davenport, Ia.
JOHNSTONE, JEANNE
WKIX, Columbia, S. C.
JONES, BOBBIE
WTMC, Ocala, Florida.
JONES, CARL
WALB, Albany, Ga.
JONES, GENE
WEEI, Boston, Mass.
CBS—Coffee Club.
JONES, PEGGY
KFH, Wichita, Kans.
JORDAN, DEE
WNHC, New Haven, Conn.
THE JUBULAIRES
CBS — The Arthur Godfrey Show.
JUN, ROSE MARIE
WMT, Cedar Rapids, Ia.

— K —

KAY, BEATRICE
KAYE, SUZANNE
WFVA, Fredericksberg, Va.
KEDDINGTON, HULBERT
KSL, Salt Lake City, Utah.
KEN DARBY CHORUS
NBC — The Westinghouse Program.
KENNEDY, MARY
WPAT, Paterson, N. J.
KILLION, KAY
WGY, Schenectady, N. Y.
KINDLER, BARBARA
KDKA, Pittsburgh, Pa.
KINDER, ELAINE
KDKA, Pittsburgh, Pa.
KINDER, SHIRLEY
KDKA, Pittsburgh, Pa.

EDDIE DEAN

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KING, LEON C.
KFXJ, Grand Junction, Colo.
KING, LOUISE
WBBM, Chicago, Ill.
KING, W. O.
WTOC, Savannah, Ga.
KIRBY, JOHN
KDKA, Pittsburgh.
KMH CHORUS
NBC—Kraft Music Hall.
KNIGHT, EVE
WIP, Philadelphia, Penna.
KNIGHT, EVELYN
CBS—Powder Box Theater.
KNIGHT, FELIX
ABC—Sunday Evening Party.
KNIGHT, JESS
WRRN, Warren, Ohio.
KNOPP, HELEN C.
KGCX, Sidney, Mont.
KOSLA, LADDIE
WICA, Astabula, Ohio.

— L —

LA DUKE, BILL
WDRC, Hartford, Conn.
LANDT, CARL
CBS—Sing Along Club
LANDT, DAN
CBS—Sing Along Club.
LANDT, JACK
CBS—Sing Along Club.
LANGFORD, FRANCES
NBC—Bob Hope Show
LANNY AND GINGER
LANTRY, GLADYS
KGA and KHQ, Spokane, Wash.
LA RAE, VIRGINIA
KTSA, San Antonio, Texas.
LARAWAY, CECIL
WRRN, Warren, Ohio.
LARKIN, NORMA LEE
KOA, Denver, Colo.
LARSEN, VIRGINIA
KSUB, Cedar City, Utah.
LAWRENCE, ARLENE
KPOF, Denver, Colo.
LAWRENCE, BILL
WCAE, Pittsburgh, Pa.
LAWRENCE, EARL
WWNY, Watertown, N. Y.
LEE, ELSIE
WGBR, Goldsboro, N. C.
LEE, NANCY
WOWO, Fort Wayne, Ind.
LeMASTER, MARY JANE
WMBD, Peoria, Ill.
LEWIS, MONICA
CBS.
LICKLIDER, BUELL
WICA, Astabula, Ohio.
LICKLIDER, MARTY
WICA, Astabula, Ohio.
LINDER, ART
KRLD, Dallas, Texas.
LOCKHART, JACK
WDAY, Fargo, No. Dak.
LOMBARDO, ROSEMARIE
ABC—Musical Autographs.
LONG, ALICE
KDKA, Pittsburgh, Pa.
LORRAINE, KAY
LOUISIANA LOU
CBS—Night Time On The Trail.
LUCAS, CLEM.
WCAO, Baltimore, Md.
LYN MURRAY SINGERS
CBS—Star Theater.

— M —

MacCULLUM, JOHN
KDKA, Pittsburgh, Pa.
MacGREGOR, EVELYN
NBC—American Album Of Familiar Music, Waltz Time.
CBS—American Melody Hour.
MacKENNA, JEANNE
WMAQ, Chicago, Ill.
MACKEY, LOUISE
WFAA, Dallas, Texas.
MADERA, NOEL
KDKA, Pittsburgh, Pa.
MAISANO, NANCY
WNHC, New Haven, Conn.
MALOTTE, STANLEIGH
WAPI, Birmingham, Ala.
MANHATTAN CHORUS
NBC — Manhattan Merry-Go-Round.
MANN, MARION
ABC—The Breakfast Club.
MANN, PEGGY
MANNING, WILLIE
WGTC, Greenville, N. C.
MANSFIELD, RONNY
KFI—NBC.
KNX—CBS Inglewood Park Concert.
MARKWELL, BERNIE
KDKA, Pittsburgh, Pa.
MARTEL, FRED
NBC — Wednesday With You.
MARTIN, MRS. & MR. FRED
KFXJ, Grand Junction, Colo.
MARTIN, JAY
WINS, New York, N. Y.
MARTIN, NANCY
ABC—The Breakfast Club.
MARTIN, NORA
NBC—Wednesday With You.
MARTIN, TED
WNEW, New York, N. Y.
MARY LOU
WDAY, Fargo, N. Dak.
MARY LOU
KOMA, Oklahoma City, Okla.
MASON, AVERY
KPOF, Denver, Colo.
MASON, PEGGY
WGTM, Wilson, No. Car.
MASSEY, CURT
CBS — The Andrews Sisters Show.
MATHEWS, DICK
KQW, San Jose, Calif.
MATTHEWS, BOB
NBC—Abbott & Costello.
MATTHEWS, SHIRLEY
WOC, Davenport, Ia.
MATTISON, HENRY
KFH, Wichita, Kans.
MAXWELL, MARILYN
MAXWELL, RICHARD
MBS — Richard Maxwell — Hymns You Love.
MAY, JAMES
WTOC, Savannah, Ga.
MAYER, MARGERY
ABC—Hymns Of All Churches.
MAYNARD, TED
KOVO, Provo, Utah.
MAYO, LARRY
WNHC, New Haven, Conn.
McBRIDE, DICKIE
KTRH, Houston, Texas.
McCONNELL, LOIS
KSUB, Cedar City, Utah.
McDOWELL, WILLIAM
KDKA, Pittsburgh, Pa.
McENERY, DAVE
WOAI, San Antonio, Texas.
McFADDEN, GEORGE
CBS—The Jubulaires.
McGREARY SISTERS
WLEU, Erie, Pa.
McKEON, JEANNE
CBS — The Jack Kirkwood Show.
McKINNEY, CARL J.
WGTC, Greenville, N. C.
McKINNEY SISTERS
KWK, St. Louis, Mo.
McMANUS, MARIAN
NBC— — Manhattan Merry Go Round.
McNEILL, MYRA
WBAP, Fort Worth, Texas.
McRAE, GORDON
CBS.
MEAD SINGERS
KXOX, Sweetwater, Texas.
MEARS, MARTHA
MELTON, JAMES
CBS—Star Theater.
MELVILLE, JUNE
WIOD, Miami, Florida.
MENARD, GEORGE
WLS, Chicago, Ill.
MERRIDEW, REG.
WGAR, Cleveland, Ohio.
MERRILL, ROBERT
NBC — The Robert Merrill Show.
MESSERVEY, NORMAN
WOLF, Syracuse, N. Y.
MERRY MACS
MILLER, WILLIAM
ABC—Hymns Of All Churches.
MITCHELL, DOLLY
NBC — College Of Musical Knowledge.
MITCHELL, ELMER
KDKA, Pittsburgh, Pa.
MITCHELL, RUSSELL
KDKA, Pittsburgh, Pa.
MONROE, LUCY
MONTANA, PATSY
ABC — Wake Up And Smile.
MONTE, LOU
WPAT, Paterson, N. J.
MOORE, HELEN H.
WPEN, Philadelphia, Pa.
MORELAND, PEG
WFAA, Dallas, Texas.
MORGAN, MARION
WBBM, Chicago, Ill.
MORRIS, BETTY ELLEN
KDKA, Pittsburgh, Pa.
MORRIS, CHARLOTTE
WJJD, Chicago, Ill.
MORRISON, BOB
KWTO, Springfield, Mo.
MORROW, IZA
MORSE, LEE
WHAM, Rochester, N. Y.
MOSTERT, JOHN
WMBI, Chicago, Ill.
MUNN, FRANK
NBC — American Album Of Familiar Music, Waltz Time.
MUNSEL, PATRICE
CBS—The Family Hour.
MURPHY SISTERS
MBS.
MURRAY, MILDRED
MUSTARD & GRAVY
WGTM, Wilson, No. Car.

— N —

NATIONAL QUARTET
KFJZ, Fort Worth, Texas.
NELMS, NANCY
WDBJ, Roanoke, Va.
NETTINGA, PAUL
ABC—Hymns Of All Churches.
NEUBERT, PUG
KYSM, Mankato, Minn.
NEWCOMMER, EILEEN
WWVA, Wheeling, W. Va.
NEWCOMER, MAXINE
WWVA, Wheeling, W. Va.
NEWTON, ERNIE
MBS—Sweetheart Time.
NEWTON, KENNETH
KDKA, Pittsbugh, Pa.
NICHOLS, BETTY
WJBO, Baton Rouge, La.
NICHOLS, CLINTON
WELO, Tupelo, Miss.
NICHOLS, JIMMY
WNHC, New Haven, Conn.
NOBLE, AL
KQV, Pittsburgh, Pa.
NORDQUIST, INGEBORG
NORTHCROSS, W. J. JR
WMC, Memphis, Tenn.
NORTEN, LILLIAN
WWJ, Detroit, Mish.

— O —

O'CONNOR, DICK
NBC — Manhattan Merry Go Round.
O'CONNOR, WILLIAM
WLS, Chicago, Ill.
O'DAY, MICHAEL
WSPA, Spartanburg, S. C.
O'HALLORAN, HAL
ABC—Wake Up And Smile.
O'HEREN, DICK
WHK, Cleveland, Ohio.
OHMS, ELINOR
NBC—The Fred Waring Show.
OLD HICKORY SINGERS
MBS—Opery House Matinee.
OLSEN, JENNINGS
KDYL, Salt Lake City, Utah.
O'NEIL, DANNY
CBS—Danny O'Neil And His Guests, Powder Box Theater.
ORTEGA, PATSY
KQW, San Jose, Calif.
O'SHEA, BILL
KOY, Phoenix, Ariz.
OSSENBRINK, Arkie L.
WLS, Chicago, Ill.
OWENS, JACK
ABC—The Breakfast Club.
NBC—Tin Pan Alley of the Air.

— P —

PAIGE, RICHARD
WMAQ, Chicago, Ill.
PAR, HAROLD
WOW, Omaha, Nebr.
PARKER, FAYE
KDKA, Pittsburgh, Pa.
PARKER, FRANK
NBC — American Album of Familiar Music.
PARKER, FREDNA
WEW, St. Louis, Mo.
PATRICK, BETTY LOU
WHAS, Louisville, Ky.
PATTERSON, CLIFFORD
KWTO, Springfield, Mo.
PATTERSON, LARRY
KFH, Wichita, Kans.
PATTON, ROSALIND
CBS—Elliot Lawrence Orchestra? Listen To Lawrence.
WCAU, Philadelphia, Pa.
PAULEE, MONA
CBS—Mona Paulee Show.
PECOR, BETTY
WBAP, Fort Worth, Texas.
PEERCE, JAN
CBS — Great Moments In Music.
PENDERGRAST, JOHN
KFXJ, Grand Junction, Colo.
PENNINGTON, EDNA
KFH, Wichita, Kans.
PERRY, BILL
CBS — Saturday Night Serenade.
PERRY, ROSE
WLEU, Erie, Pa.
PETERS, HENRY
WIBW, Topeka, Kans.
PHALEN, JACK
WBEN, Buffalo, N. Y.
PHILLIPS, SUE
WMT, Cedar Rapids, Ia.
PICHE, MAURY
KYSM, Mankato, Minn.
PICKENS, JANE
CBS—American Melody Hour.
THE PIED PIPERS
CBS — The Frank Sinatra Show.
THE PINAFORES
CBS—Gene Autry Show.
PINSKI, ANTHONY, A.
KGA, and KHQ, Spokane, Wash.
PLAINSMEN QUARTET
WFAA, Dallas, Texas.
POLERI, DAVID
WPEN, Philadelphia, Pa.
POP, JR. AND TUT
WFSA, Montgomery, Ala.
PORT, TOMMY
WMAQ, Chicago, Ill.
POWELL, DICK
PRICE, ANN
NBC—The Fred Waring Show.
PRICE, HOWARD
KDKA, Pittsburgh, Pa.
PRICHARD, LLOYD
KOTA, Rapid City, S. Dak.
PRIGMORE, JACK
WFAA, Dallas, Texas.
PRINCE, KATIE
WFAA, Dallas, Texas.
PRYOR, RICHARD
KTBC, Austin, Texas.
PULLEY, VIRGINIA
WBAP, Fort Worth, Texas.

— R —

RAFFAELI, ANGELO
WGN, Chicago, Ill.
RAITTE, JOHN
RANDELL, JOE
KWK, St. Louis, Mo.
RAY, LEAH
MBS — Songs By Morton Downey.
REED, ERMA MAE
WCED, Dubois, Pa.
REEP, PHILIP
CBS—The Four Clubmen.
REESE, CLAUDE
CBS—The Four Clubmen.
REGAN, KATHLEEN
WEW, St. Louis, Mo.
REID, BOB
WHAS, Louisville, Ky.
REID, DON
CBS—Kirkwood Show.
REINHART, DICK
KOMA, Oklahoma City, Okla.
REYNOLDS, BRAD
RHODES, BETTY
NBC—Meet Mo At Parkey's.
RHODES, GEORGE
KWTO, Springfield, Mo.
RICHARDS, VICKEE
RIGGS SISTERS
WCBT, Roanoke Rapids, N. C.
RING, BILL
KWTO, Springfield, Mo.
RISSLING, ROBERT
WTAG, Worcester, Mass.
ROANOKE JUBILEE SINGERS
WCBT, Roanoke Rapids, N. C.
ROBB, MURIEL
KDKA, Pittsburgh, Pa.
ROBBINS, CLAUDE
KVNU, Logan, Utah.
ROBERTS, BARRY
NBC — Manhattan Merry Go Round.
ROBINSON, CAL
WJPF, Herrin, Ill.
ROCKWELL, MARDI
KSO, Des Moines, Ia.
RODNEY, DON
ABC—Musical Autographs.
ROESE, RAY
WBNS, Columbus, Ohio.
ROGERS, DAVE
KELO, Sioux Ralls. S. Dak.,
KSOO, Sioux Falls, S. Dak.
ROGERS, JASPER
KPOF, Denver, Colo.
ROGERS, JIMMY
WCBT, Roanoke Rapids, N. C.
ROGERS, ROY
Mutual-Don Lee.
ROMEOS, THE
ROPA, HOWARD
WOWO, Fort Wayne, Ind.
ROSS, SHIRLEY
NBC—Bob Burns Show.
ROYAL, DAN
KXOX, Sweetwater, Texas.
RUSSELL, ANDY
CBS—The Joan Davis Show.
RUSSELL, HELEN
CBS—Serenade from Syracuse.
RUSSELL, J. D.
WLAG, La Grange, Ga.
RUTLEDGE, FLOYD
KWTO, Springfield, Mo.
RUVINOFF, NINA
WTAM, Cleveland, Ohio.
RYAN, DANNY
WSM, Nashville, Tenn.
RYAN, DENNIS
NBC — Manhattan Merry Go Round.

— S —

SALA, DOROTHY
KFH, Wichita, Kans.
SANDIN, MARTHA JEAN
KTBI, Tacoma, Wash.
SAXON, DON
SCARBOROUGH, ELMER
SCHEFF, WALTER
NBC—The Fred Waring Show.

SCHOOLEY, IVAN
KOA, Denver, Colo.
SCHWARTZ, HERMAN
WBEN, Buffalo, N. Y.
SCHWEIG, ARWIN
ABC—Hymns of all Churches.
SEAGLE, JOHN
WGY, Schenectady, N. Y.
THE SERENADERS
CBS—Saturday Night Serenade.
SHAW, SONIA
KGO, San Francisco, Calif.
SHEPARD, RILEY
NBC-ABC.
SHERIDAN, PHIL
WIP, Philadelphia, Pa.
SHERWIN, MARGUERITE
KFPY, Spokane, Wash.
SHILOH GOSPEL SINGERS
WTAW, College Station, Tex.
SHORE, DINAH
NBC — Dinah Shore's Open House.
SIMMONS, DOTTIE
WJHL, Johnson City, Tenn.
SIMMS, GINNY
NBC—Johnny Presents Ginny Simms.
SIMON, JACK
KID, Idaho Falls, Idaho.
SINATRA, FRANK
CBS — The Frank Sinatra Show.
SINCLAIR, SHIRLEY
WGY, Schenectady, N. Y.
SLATER, MARGARET
WGBR, Goldsboro, N. C.
SLATER, URLIN
WIBW, Topeka, Kan.
SMALL, MARY
ABC—The Mary Small-Junior Miss Show.
SMIK, MARY
WWVA, Wheeling, W. Va.
SMILEY, BETTE
KDKA, Pittsburgh, Pa.
SMITH, BOYCE
ABC—Wake Up and Smile.
SMITH, JACK
CBS—The Jack Smith Show, The Family Hour.
SMITH, JOAN
KOIL, Omaha, Nebr.
SMITH, KATE
CBS—Kate Smith Sings.
SMITH, RAY
WMCA, New York, N. Y.
SMITH, ROBERT E.
WTIC, Hartford, Conn.
SNOW, AMANDA
WTCN, Minneapolis, Minn.
SNYDER, ANNIE MARIE
WKBH, La Crosse, Wis.
SONG CHEFS
MBS—Take It Easy Time.
SPINKS, MR. & MRS. ED
WGAU, Athens, Ga.
STAFFORD, JO
NBC—Supper Club.
STEBER, ELEANOR
NBC—The Voice of Firestone.
STEFFEN, ART
WHAM, Rochester, N. Y.
STEINBERG, ELAINE
WHEC, Rochester, N. Y.
STEVENS, LARRY
NBC — Jack Benny-Lucky Strike Program.
STEVENS, RISE
NBC—Rise Stevens Show.
STEWART, VIRGINIA
WMBG, Richmond, Va.
STONE, AL
KWTO, Springfield, Mo.
STORY, CARL
KFJZ, Fort Worth, Texas.
STRACKE, WYNNE
ABC—Hymns of All Churches
STREET, DAVE
NBC—Sealtest Village Store
STUMPP, MARGUERITE
KPOF, Denver, Colo.
SUITS, GORDON
WFAA, Dallas, Texas
SULLIVAN, DON
CBS—Night Time on the Trail
SULLICAN, JERI
CBS—Durante-Moore Show
SWARTHOUT, GLADYS
NBC—The Voice of Firestone
SWINSON, HENRY
WMBG, Richmond, Va.
SYLVAN, PATSY
WTAL, Tallahassee, Fla.

— T —

TACANTIS, MARY
WCBI, Columbus, Miss.
TANNER, EARLE
ABC—Hymns of All Churches
TAR-HEEL TROUBADORS
WJNC, Jacksonville, No. Car.
TAYLOR, HUGH
WTOC, Savannah, Ga.
TELL, JOHNNY
WLEU, Erie, Pa.
TENNYSON, JEAN
CBS—Great Moments in Music
TERRY, FREDDIE
WCOL, Columbus, Ohio
THOMAS, GURNEY
WGBG, Greensboro, N. C.
THOMAS, JOHN CHARLES
NBC—The Westinghouse Program
THOMAS, RED
CBS—Serenade from Syracuse
THOMAS L. THOMAS
NBC—Manhattan Merry Go Round.
THOMPSON, JOHNNY
ABC
THREE SISTERS
WDBJ, Roanoke, Va.
TILTON, MARTHA
ABC—Radio Hall of Fame
TINGLEY, IRVING
KWNO, Winona, Minn.
TODD, DICK
CBC—Your Hit Parade
TOWERS, JUDY
WLIB, Brooklyn, N. Y.
TOWN CRIERS
CBS—The Bob Crosby Show
NBC—College of Musical Knowledge
TRAMMEL, PAT
WBAP, Fort Worth, Texas
TREECE, MRS. T. J.
KFXJ, Grand Junction, Colo.
TROWBRIDGE, REVA
KOVO, Provo, Utah
TUBBS, ERNEST
MBS—Opery House Matinee
TUCKER, RICHARD
NBC—Westinghouse

— V —

VALENTINO, FRANCESCO
MBS—Treasure Hour of Song
VENUTA, BENAY
VIGDER, FREDDIE
KOOS, Coos Bay, Oregon

— W —

WAGNER, ANN
WAOV, Vincennes, Ind.
WAIN, BEA
WALLACE, RICHARD
ABC—Remember Hour
WARREN, BAILEY
KGB, San Diego, Calif.
WARREN, JERRY
WDAY, Fargo, N. Dak.
WARREN, MARGE
WGL, Fort Wayne, Ind.
WATSON, FRANCES
KMAC, San Antonio, Texas
WAYNE, BOB
WCOP, Boston, Mass.
WAYNE, FRANCES
ABC—The Woody Herman Show
WAYNE, JERRY
WEBB, MILTON
WMBR, Jacksonville, Fla.
WEBER, LOUISE
ABC—Hymns of All Churches
WEEDE, ROBERT
CBS—Great Moments in Music
WEIDEMAN, EARL
WWNY, Watertown, N. Y.
WELCH, MELBA
WFAA, Dallas, Texas
WELLS, DICK
WTIC, Hartford, Conn.
WELLS, JACK
KFAB, Omaha & Lincoln, Neb.
WELLS, MORTON
WOW, Omaha, Neb.
WHEATLEY, JOAN
NBC—The Fred Waring Show
WHILHITE, CLAUDIA
WIBW, Topeka, Kans.
WHIPPLE, ANNA MARY
WSNJ, Bridgeton, N. J.
WHITE, BOB
WLIB, Brooklyn, N. Y.
WHITE, CONSTANCE
KPOF, Denver, Colo.
WHITING, MARGARET
CBS—Celebrity Club
NBC—Philip Morris Follies of 1946
WHITNEY, DON
WELO, Tupelo, Miss.
WILHITE, WILLIAM
WIBW, Topeka, Kans.
WILLIAMS, GORDON
WFBM, Indianapolis, Ind.
WILLINGER, NORMA
WCAP, Asbury Park, N. J.
WILLSON, JIMMIE
WAPI, Birmingham, Ala.
WILSON, GRACE
WLS, Chicago, Ill.
WILSON, JANE
NBC—The Fred Waring Show
WILSON, SLIM PICKENS
KWTO, Springfield, Mo.
WOKER, LUCY
KFUO, Clayton, Mo.
WOOD, KATHRYN
WGH, Newport News, Va.
WOOD, PHYLLIS
WHAM, Rochester, N. Y.
WOODS, ILENE
ABC
WOODYARD, DARREL
CBS—The Four Clubmen
WORKMAN, RICHARD
WFBL, Syracuse, N. Y.
WORLEY, THURMAN
WGAU, Athens, Ga.
WORTH, PEDE
KQW, San Jose, Calif.
WRIGHT, HANK
WJPF, Herrin, Ill.
WRIGHTSON, EARLE
CBS—The Family Hour
WYNNE, CAROL
WFILY, Philadelphia, Pa.
YOUNG, MARSHALL
CBS—Arthur Godfrey Show
YOUNG, MIKE
WBBM, Chicago, Ill.

News Commentators
—their work during 1945

— A —

ADAMS, CHARLES F.
WMVA, Martinsville, Va.
ADAMS, FELIX
WHOT, South Bend, Ind.
ADAMS, FELIX D.
WISH, Indianapolis, Ind.
AGRONSKY, MARTIN
ABC-WMAL, Washington, D. C.
AIKEN, LOUIS
WINX, Washington, D. C.
ALDERMAN, JIM
WRR, Dallas, Tex.
ALDRICH, DARRAGH
WCCO, Minneapolis, Minn.
ALEXANDER, JOHN
KODY, North Platte, Neb.
ALLEN, CLIFF
WTOP, Washington, D. C.
ALLEN, IRWIN
ALLEN, ROY
KTRI, Sioux City, Ia.
ALLEN, SPENCER
WGN, Chicago, Ill.
ANDERSON, A. ROBERT
WSTV, Steubenville, O.
ANDREWS, JOHNNY
KOCA, Kilgore, Tex.
ARGALL, PHYLLIS
WGBS, Miami, Fla.
ARTHUR, BILLY
WJNC, Jacksonville, N. C.
AUSTAD, MARK
WWDC, Washington, D. C.

— B —

BACK, GUNNAR
WTOP, Washington, D. C.
BAILEY, WILLIAM S.
KTHS, Hot Springs, Ark.
BAKER, ART
KFI, Los Angeles, Calif.—Art Baker's Note Book
NBC—Western Network News
BALLARD, DAVID
KGFJ, Los Angeles, Calif.
BALLARD, GEORGE
WAYS, Charlotte, N. C.
BALTER, SAM
ABC—Sam Balter Commentary
BANTA, DEAN
KGO, San Francisco, Calif.
BARKER, EDDIE
KMAC, San Antonio, Tex.
BARON, KARL
KYA, San Francisco, Calif.
BARRETT, TONY
WRBL, Columbus, Ga.
BARRINGTON, CHARLES
KDYL, Salt Lake City, Utah
BARRY, MRS. ALICE P.
KTSM, El Paso, Tex.
BARTON, WILLIAM
KVEC, San Luis Obispo, Calif.
BAUKHAGE, H. R.
ABC—Baukhage Talking
BAXTER, LIONAL
WAPI, Birmingham, Ala.
BEALL, JACK
WJZ, New York, N. Y.
BEARDSLEY, LEN
KXA, Seattle, Wash.
BEATY, HAROLD
WBML, Macon, Ga.
BEATTY, MORGAN
WRC, Washington, D. C.
BEECHAM, WALLACE
WAPI, Birmingham, Ala.
BELL, JACK
WTCN, Minneapolis, Minn.
BELLOISE, MIKE
WMAN, Mansfield, O.

HARRY W. FLANNERY

Author of
"ASSIGNMENT TO BERLIN"

Lecturer

NEWS ANALYSIS, CBS, 5:30-5:45 P.M., MONDAY THRU SATURDAY

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BERKOWITZ, MILTON
WHTD, Hartford, Conn.
BERRY, LESTER
KVOV, Redding, Calif.
BERRY, THOMAS DAVIS
WGCM, Biloxi-Gulfport, Miss.
BIGLEY, BILL
WJZM, Clarksville, Tenn.
BIGSBY, EVELYN
ABC—Hollywood Radio Life
BINGHAM, BOB
WFTC, Kinston, N. C.
BLACK, ALGERNON D.
WQXR, New York, N. Y.
BLACK, CHARLES
WSAI, Cincinnati, O.
BLACKWELL, BURT
WAVE, Louisville, Ky.
BLAINE, LEE
WELO, Tupelo, Miss.
BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa.
BOLTON, GEORGE
KTBI, Tacoma, Wash.
BOLTON, PAUL
KTBC, Austin, Tex.
BOSWORTH, ROBERT
WDOD, Chattanooga, Tenn.
BOW, FRANK
WHBC, Canton, O.
BOWER, BILL
KTTS, Springfield, Mo.
BOWMAN, ROY J.
KGFF, Shawnee, Okla.
BOX, VES
KRLD, Dallas, Tex.
BOYD, FORREST
WMBI, Chicago, Ill.
BOYD, JACK
WMFR, High Point, N. C.
BRANCH, TAYLOR
WRR, Dallas, Tex.
BRANNON, COL. EARL
WHIZ, Zanesville, O.
BREELAND, ED
WAML, Laurel, Miss.
BREEN, EDWARD
KVFD, Fort Dodge, Ia.
BREMSER, LYELL
KFAB, Omaha & Lincoln, Neb.
BRITT, WESTON
WCOV, Montgomery, Ala.
BRONSON, GEORGE
WELI, New Haven, Conn.
BROOKS, CLIFTON
WEOA, Evansville, Ind.
BROOKS, GEORGE
WNEW, New York, N. Y.
BROTT, LOU
WOL, Washington, D. C.
BROWN, ALBERT C.
KMJ, Fresno, Calif.
BROWN, CECIL
MBS
BROWNING, BOB
WKNY, Kingston, N. Y.
BRUBAKER, RAY
WMBI, Chicago, Ill.
BRUCE, BILL
KGHF, Pueblo, Colo.
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRUNER, PAUL
KBIX, Muksogee, Okla.
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BURRIS, DICK
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BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
BUTTON, DAVE
KODY, North Platte, Neb.
BUZZINI, BERT
KQW, San Jose, Calif.
BYERS, MARVIN
KCRA, Sacramento, Calif.
BYNG, DR. EDWARD J.
WEVD, New York, N. Y.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CADDELL, RAYMOND
WOLS, Florence, S. C.
CALMER, NED
CBS—News and News Analysis
CANHAM, ERWIN D.
ABC—The Christian Science Monitor Views the News
CAPPELLINI, E. R.
KALB, Alexandria, La.
CARD, CLELLAND
KSTP, St. Paul, Minn.

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10:45 A.M.

CARDWELL, LEIGH
KLRA, Little Rock, Ark.
CARLSON, HUGO
KECA, Los Angeles, Calif.
CARLSON, JOEL F.
WGH, Newport News, Va.
CARLTON, HOLLIS
WCOV, Montgomery, Ala.
CARR, THOMAS
WGAA, Cedartown, Ga.
CARR, WES
KTNM Tucumcari, N. M.
CARRINGTON, JOHN
WORD, Spartanburg, S. C.
.CARROLL, GEORGE C.
WEEU, Reading, Pa.
CHAMBERS, GENEVA, E.
KPAB, Laredo, Tex.
CHAMBERS, LENOIR
WTAR, Norfolk, Va.
CHAPEL, JOHN K.
KROW, Oakland, Calif.
CHARLTON, R. M.
WTOC, Savannah, Ga.
CHRISTIE, LEWIS B.
KOCA, Kilgore, Tex.
CLANCY, RAY
WMFJ, Daytona Beach, Fla.
CLARKE, DALE
WAGA, Atlanta, Ga.
CLARK, DON
KFDA, Amarillo, Tex.
CLARK, HARRY
CBS—Morning News, CBS News
CLARK, RAY
WOW, Omaha, Neb.
CLAUSON, GENE
WMT, Cedar Rapids, Waterloo, Ia.
CLEMENT, EARLE
WEIM, Fitchburg, Mass.
CLOSE, UPTON
MBS
COBB, GROVER C., JR.
KSAL, Salina, Kan.
COCHRAN, RON
WCOP, Boston, Mass.
COFFIN, TRIS
WTOP, Washington, D. C.
COLDREN, PHIL
WMBH, Joplin, Mo.
COLEMAN, WARD A.
WAML, Laurel, Miss.
COLEY, HAL
KPRC, Houston, Tex.
COMBS, GEORGE HAMILTON, JR.
WHN, New York, N. Y.
CONDON, GLENN
KTUL, Tulsa, Okla.
CONRAD, MICHAEL
WFIN, Findlay, O.
CONRAD, STAN
WGBG, Greensboro, N. C.
CONTI, ANTHONY
WLEU, Erie, Pa.
COOK, OLLIE
KWFT, Wichita Falls, Tex.
COOLEY, JOHN B.
KLPM, Minot, N. Dak.
COOPER, JAMES
KVOL, Lafayette, La.
CORCORAN, JOHN
WFIL, Philadelphia, Pa.
COSTELLO, BILL
WTOP, Washington, D. C.
COUKART, FRED
WHBC, Canton, O.
COWELL, EDWARD
WJHL, Johnson City, Tenn.
COX, ED
WJNC, Jacksonville, N. C.
COX, LESLIE D.
KVAK, Atchison, Kans.
COY, JAMES
KCMO, Kansas City, Mo.
CRAFT, A. B.
KVOL, Lafayette, La.
CRANDALL, MARK
KFEL, Denver, Colo.
CRAVEN, HAROLD
WMFR, High Point, N. C.
CRAVENS, KATHRYN
MBS
CRAWFORD, SAM
KGY, Olympia, Wash.
CRONICAN, LEE
WHP, Harrisburg, Pa.
CRONIN, GEORGE
WKBV, Richmond, Ind.
CROUCHET, GEORGE
KPAC, Port Arthur, Tex.
CULL, DICK
WHIO, Dayton, O.
CULLINAN, W. H.
WEEI, Boston, Mass.
CUNNINGHAM, BILL
MBS
CURTIS, GEORGE E.
WGAN, Portland, Me.
CUSHING, GEORGE
WJR, Detroit, Mich.

— D —

DADY, RAY E.
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WCBT, Roanoke Rapids, N. C.
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KOIN, Portland, Ore.
DuPONT, LARRY
WBAP, Fort Worth, Tex.

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WTCN, Minneapolis, Minn.
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KYA, San Francisco, Calif.
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WSYR, Syracuse, N. Y.
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CBS—CBS World News
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WCOP, Boston, Mass.
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WEVD, New York, N. Y.
EMICH, HOWARD
WMAM, Marinette, Wis.
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WAML, Laurel, Miss.
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KJBS, San Francisco, Calif.
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WIOD, Miami, Fla.
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EVANS, CLIFFORD
WLIB, Brooklyn, N. Y.
EVANS, JONES
WBAX, Wilkes-Barre, Pa.
EVANS, WICK
KMOX, St. Louis, Mo.

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WSAY, Rochester, N. Y.
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WCOL, Columbus, O.

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GAMMELL, SERENO B.
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GERKEN, DENNIS
WJAC, Johnstown, Pa.
GIBSON, PHIL
WMBD, Peoria, Ill.
GIFFORD, SAM
WOWO, Fort Wayne, Ind.
GILBERT, LIVINGSTON
WAVE, Louisville, Ky.
GIVEN, KEN
WLBJ, Bowling Green, Ky.
GLADSTONE, HENRY
Sweetheart Soap, Peter Paul, Popular Home Products, Hudson Paper, Serutan.
GODWIN, EARL
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ABC
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KVSF, Santa Fe, N. M.
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GOW, GEORGE
KFH, Wichita, Kans.
GRAHAM, VANCE
KMPC, Los Angeles, Calif.
GRAHAM, WALTER
WBML, Macon, Ga.
GRAHAM, WILLIAM
KOTA, Rapid City, S. D.
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WWJ, Detroit, Mich.
GRANT, HUBERT
WALA, Mobile, Ala.
GRANT, TAYLOR
ABC—Headline Edition
GRAU, PHIL
WEMP, Milwaukee, Wis.
GREEN, TERRY
KCRC, Enid, Okla.
GREENE, JOHN C.
WGTC, Greenville, N. C.

BOB GARRED

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BROADCASTER

Gabriel Heatter

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MBS—Griffin Reporting
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WQXR, New York, N. Y.
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— H —

HACKER, LES
KVEC, San Luis Obispo, Calif.
HAGEMAN, HAROLD
WADC, Akron, O.
HALE, ARTHUR
MBS—Arthur Hale, Your Richfield Reporter
HALEY, HERB
KGO, San Francisco, Calif.
HALL, HEDLEY
KMYC, Marysville, Calif.
HALL, WILLIAMS
KECA, Los Angeles, Calif.
HALLOCK, MEL
KWYO, Sheridan, Wyo.
HAMILTON, JOE
WLBJ, Bowling Green, Ky.
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WBBB, Burlington, N. C.
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KPAC, Port Arthur, Tex.
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HEATTER, GABRIEL
MBS
HELGESEN, RAY
KTUC, Tucson, Ariz.
HEMINGWAY, FRANK
NBC—Voice of the Nation.
CBS — One for the Book.
KMPC, Los Angeles, Calif.
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KGHF, Pueblo, Colo.
HENNESSY, ED J.
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HILL, LILLARD
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WABC, New York, N. Y.
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WLAV, Grand Rapids, Mich.
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JACOBS, LEE
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JACOBS, THOMAS B.
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KWSC, Pullman, Wash.
JOHNSON, WAYNE
WTAM, Cleveland, O.
JOHNSON, WILLARD
NBC—Religion in the News
JONES, DICK
WJOL, Joliet, Ill.
JONES, DON
KGVO, Missoula, Mont.
JONES, E. Z.
WBBB, Burlington, N. C.
JONES, PAUL
WFLA, Tampa, Fla.
JONES, WES
KTBS, Shreveport, La.
JORDAN, HARRY
KEVR, Seattle, Wash.
JORGENSON, ED.
KFI, Los Angeles, Calif.

— K —

KADELL, BERT
KWBU, Corpus Christi, Tex.
KADOW, F. M.
WOMT, Manitowoc, Wis.
KARNSTEDT, CAL
KSTP, St. Paul, Minn.
KAUFMAN, LOUIS L.
KQV, Pittsburgh, Pa.
KEEFE, HOWARD S.
WSPR, Springfield, Mass.
KEEL, VAN
WBEN, Buffalo, N. Y.
KEEN, HAROLD
KGB, San Diego, Calif.
KELFORD, TREVOR
KXEL, Waterloo, Ia.
KELLEY, BOYD
KBST, Big Spring, Tex.
KELSEY, NORMAN
WCHV, Charlottesville, Va.
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WCPO, Cincinnati, O.
KENNEY, JOHN B.
ABC
KENNY, H. B.
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WHBQ, Memphis, Tenn.
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WHAM, Rochester, N. Y.
KIERMAN, RAY
WEEI, Boston, Mass.
KIERNAN, WALTER
ABC—Kiernan's News Corner
KILLICK, L. F.
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KVOV, Redding, Calif.
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KISTER, GEORGE
KMMJ, Grand Island, Neb.
KNELL, JACK
WBT, Charlotte, N. C.
KNOTT, JACK
WIS, Columbia, S. C.
KNUTSON, MILO
KFBI, Wichita, Kans.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KRUEGER, WILLIAM H.
KDAL, Duluth, Minn.

— L —

LACKEY, F. ERNEST
WHOP, Hopkinsville, Ky.
LACKEY, HECHT S.
WSON, Henderson, Ky.
La GUARDIA, F. H.
ABC—F. H. LaGuardia Speaks for Liberty
LANG, WILLIAM
WHN, New York, N. Y.
LATHAN, JACK
KFI, Los Angeles, Calif.
LATTIMER, DAVID K.
WOSU, Columbus, O.
LAURIE, BILL
KNET, Palestine, Tex.
LAW, GLEN
KNET, Palestine, Tex.
LAWRENCE, JACK
WGIL, Galesburg, Ill.
LAWTON, FLEETWOOD
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LEE, DAVID
WIBC, Indianapolis, Ind.
LEE, DICK
WHBU, Anderson, Ind.
LEE, FRANCK
KVOL, Lafayette, La.
LEE, HARRY W.
WMFD, Wilmington, N. C.
LEONARD, JESSE
KEX, Portland, Ore.
LESLIE, JOHN
WOW, Omaha, Nebz.
LEVY, MILTON
KBKR, Baker, Ore.
LEWIS, DON
WWL, New Orleans, La.
LEWIS, EARL
WHNC, Henderson, N. C.
LEWIS, ERVIN
WLS, Chicago, Ill.
LEWIS, FULTON, JR.
WOL, Washington, D. C.
MBS
Li BUTTI, GEORGE
WSAY, Rochester, N. Y.
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KGFF, Shawnee, Okla.
LINTHICUM, WALTER
WBAL, Baltimore, Md.
LIPKER, CHARLES H.
WFIN, Findlay, O.
LINDEN, PATRIA
WOAI, San Antonio, Tex.
LINDER, MARTON
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KVI, Tacoma, Wash.
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KTBC, Austin, Tex.
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KSO, Des Moines, Ia.
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MARTIN, THOMAS E.
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McCUNE, JOHN
WAPI, Birmingham, Ala.
McDONALD, IRVING T.
WEEI, Boston, Mass.
McDOWELL, BILL
WPIC, Sharon, Pa.
McELVEEN, MOODY
WCOS, Columbia, S. C.
McFARLANE, IAN ROSS
WITH, Baltimore, Md.
McGIFFIN, NORTON
WBAP, Fort Worth, Tex.
McGUIRE, RAY
WNOE, New Orleans, La.
McIVER, ERNEST
WTOP, Washington, D. C.
McKINNEY, CARL J.
WGTC, Greenville, N. C.
McLENDON, GORDON
KNOE, Monroe, La.
McMILLAN, MARVELLE
KVOL, Lafayette, La.
McNEIL, IDA
KGFX, Pierre, S. Dak.
McNERNEY, FRANCIS
WTOL, Toledo, O.
McSLOY, SID
KGVO, Missoula, Mont.
MELGES, DOUGLAS
KSTP, St. Paul, Minn.
MELLOY, JACK
WDAS, Philadelphia, Pa.
MERRIDEW, REG
WGAR, Cleveland, O.
MEYERS, TED
KFI, Los Angeles, Calif.
MICKEL, HAROLD
WERC, Erie, Pa.
MILHILL, FLOYD
WMBG, Richmond, Va.
MILLER, PETER
WSNY, Schenectady, N. Y.
MILLER, RAY
KPRC, Houston, Tex.
MILLER, REX
KHJ, Hollywood, Calif.
MILLER, SARAH K.
KPAB, Laredo, Tex.
MILLHOUSE, GLENN
KGEZ, Kalispell, Mont.
MILLICAN, KEN
KSYZ, Houston, Tex.
MILLS, DR. LENOX
WCCO, Minneapolis, Minn.
MILTNER, JAY
WFMJ, Youngstown, O.
MIO, HENRY
WINS, New York, N. Y.
MITTEN, WILLIAM
WFEA, Manchester, N. H.
MOLL, ALLEN
KDYL, Salt Lake City, Utah
MOORE, BOB
WCNC, Elizabeth City, N. C.
MOORE, VERN
KIDO, Boise, Id.
MONROE, JAMES
KCMO, Kansas City, Mo.
MORGAN, JOHN CARL
WINC, Winchester, Va.
MORRIS, JACK
KTUL, Tulsa, Okla.
MORRIS, JAMES N.
WSTP, Salisbury, N. C.
MORROW, JOHN
WISH, Indianapolis, Ind.
MORSE, TONY
KGO, San Francisco, Calif.
MUELLER, RODGER
WHBY, Appleton, Wis.
MULHALL, ROBERT C.
WOI, Ames, Ia.
MURALOV, EUGENE
KWBU, Corpus Christi, Tex.
MURPHY, WALTER
WINN, Louisville, Ky.

— N —

NABORS, TED E.
KTRH, Houston, Tex.
NEAL, BOB
WGAR, Cleveland, O.
NEAL, DON
KEX, Portland, Ore.
NEIL, JACK
KRIC, Beaumont, Tex.
NEITHAMER, LT. COL. WILLIAM F. (Retired)
KTSA, San Antonio, Tex.
NELSON, ROBERT C.
WOSH, Oshkosh, Wis.
NESBITT, NORMAN
ABC—What's New with Norman Nesbitt
NEWHALL, COL. BOB
WSPB, Sarasota, Fla.
NEWKIRK, A. B.
WICA, Ashtabula, O.
NEWTON, DWIGHT
KPO, San Francisco, Calif.
NICHOLSON, DON
KGLO, Mason City, Ia.
NIELSON, PAUL
WBBM, Chicago, Ill.
NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.
NOBLES, TOM
WDOD, Chattanooga, Tenn.
NORDEN, EARL
WHDF, Calumet, Mich.
NORTON, DOLPH
WJBO, Baton Rouge, La.
NORTON, DR. O. E.
KMOX, St. Louis, Mo.
NUNN, GUY
WJR, Detroit, Mich.

— O —

O'BRIEN, DAVID J.
WSTP, Salisbury, N. C.
O'BRIEN, GERRY
KTUC, Tucson, Ariz.
O'CONNOR, THOMAS
WBAL, Baltimore, Md.
OETTINGER, ELMER
WGTM, Wilson, N. C.
OLIVER, BRYCE
WEVD, New York, N. Y.
O'NEILL, EDWARD G.
WGNY, Newburgh, N. Y.
ORBACH, HENRY
KFRE, Fresno, Calif.
O'SHEILDS, CLAUD
WMFD, Wilmington, N. C.
O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.
OUTLAND, HENRY
KLZ, Denver, Colo.
OWEN, CLIFF
KNAK, Salt Lake City, Utah

— P —

PAGE, BOB
WCLO, Janesville, Wis.
PAIGE, ERIC
WMRN, Marion, O.
PARIS, MORRIS
WEVD, New York, N. Y.
PARKER, HORACE
KWSC, Pullman, Wash.
PARRINO, TED
KRLD, Dallas, Tex.
PARSONS, LOUELLA
ABC—The New Louella Parsons Show
PASSER, BURT
KYSM, Mankato, Minn.
PATTERSON, HOWARD
WFIG, Sumter, S. C.
PATTERSON, PAT
WMT, Cedar Rapids, Waterloo, Ia.
PAULSON, AL
KOTA, Rapid City, S. D.
PAYNE, ALBERT W.
WHDF, Calumet, Mich.
PEAK, GENE
WPAD, Paducah, Ky.
PEARSON, DREW
ABC

PEERY, JAMES R.
WJDX, Jackson, Miss.
PEPPER, WILLIAM
WPAY, Portsmouth, O.
PENHALLEGON, E. B.
WSOY, Decatur, Ill.
PENN, BILL
WBAX, Wilkes-Barre, Pa.
PENNINGTON, JOHN
KFJI, Klamath Falls, Ore.
PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.
PETERSON, DREXEL
KVFD, Fort Dodge, Ia.
PETERSON, ELMER
KPO, San Francisco, Calif.
PETERSON, RALPH HOWARD
WMAQ, Chicago, Ill.
PFLAUM, IRVING
WBBM, Chicago, Ill.
PHIPPS, JOE
KTBC, Austin, Tex.
PLIMMER, DENIS
WQXR, New York, N. Y.
POLLOCK, REED
KDON, Monterey, Calif.
PRICE, C. A.
WTAW, College Station
PRIMM, ARTHUR
KFRC, San Francisco, Calif.
PRINGLE, NELSON
CBS
PURCELL, JAMES
KVAK, Atchison, Kans.
PUTNAM, RUTH
WESX, Salem, Mass.
PYLE, J. HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUINN, MEL
WBAL, Baltimore, Md.

— R —

RALEIGH, JOHN
WCCO, Minneapolis, Minn.
RANDALL, PORTER
KFJZ, Fort Worth, Tex.
RANDOLPH, JOHN
WGBR, Goldsboro, N. C.
READ, HARLAN EUGENE
WBBM, Chicago, Ill.
REDEEN, BOB
WOC, Davenport, Ia.
REDMOND, DICK
WHP, Harrisburg, Pa.
REED, C. D.
KNEL, Brady, Tex.
REED, WILLIAM
KXEL, Waterloo, Ia.
REES, ROBERT
KMJ, Fresno, Calif.
REEVES, WILLIAM
WHBQ, Memphis, Tenn.
REILLY, ARTHUR
WCPO, Cincinnati, O.
REINERTSEN, STEVE
WCAL, Northfield, Minn.
REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.
REJEBIAN, MRS. V. Y.
WFAA, Dallas, Tex.
REMINGTON, O. J.
WNOX, Knoxville, Tenn.
REPAID, BILLY
WOL, Washington, D. C.
REPPERT, JAMES
WSM, Nashville, Tenn.
REZNER, JOHNNY
WKST, New Castle, Pa.
RHOADES, FRANK
KALL, Salt Lake City, Utah
RHODES, BILL, JR.
KMPC, Los Angeles, Calif.
RHODES, JOHN
WMRO, Aurora, Ill.
RICAU, LIONEL
WSM, Nashville, Tenn.
RICHARDSON, H. L.
WIBC, Indianapolis, Ind.
RICHARDSON, JAMES
WJHL, Johnson City, Tenn.
RICHIE, BILL
KFYO, Lubbock, Tex.
ROBERTS, CLETE
KECA, Los Angeles, Calif.
ROBERTS, DAVE
KMPC, Los Angeles, Calif.
ROBINSON, MAJOR GEORGE D.
WSUN, St. Petersburg, Fla.
ROBINSON, HAROLD
WMAN, Mansfield, O.
ROBINSON, H. L.
KGNC, Amarillo, Tex.
ROE, RUSSELL
KFAM, St. Cloud, Minn.
ROGERS, FEY
WOPI, Bristol, Tenn.
ROPPOLO, MICHAEL
KTBS, Shreveport, La.
ROSE, HELEN
KFXJ, Grand Junction, Colo.
ROSETTE, GEORGE
WEVD, New York, N. Y.
ROSS, BILL
KORN, Fremont, Neb.
ROSS, JACK
WHAM, Rochester, N. Y.
ROSS, MAX
WGTC, Greenville, N. C.
ROSSEN, H. B.
KYA, San Francisco, Calif.
ROTH, ROY
WEDC, Chicago, Ill.
ROWLEY, BOB
WJR, Detroit, Mich.
ROYSTER, N. L.
WOLS, Florence, S. C.
RUNNION, GUY
KMOX, St. Louis, Mo.
RUSSELL, JOE, JR.
WELO, Tupelo, Miss.
RYAN, FRANK
WRDW, Augusta, Ga.
RYAN, JOE
KRNT, Des Moines, Ia.

— S —

SAND, JOHN
KICD, Spencer, Ia.
SANDERS, WILLIAM L.
WHIO, Dayton, O.
SARTAIN, DENNY
WINX, Washington, D. C.
SAUNDERS, ERNIS
WCHS, Charleston, W. Va.
SAUNDERS, JACK
WSLI, Jackson, Miss.
SAUNDERS, WAYNE
KTUC, Tucson, Ariz.
SAWYER, BILL
WJLB, Detroit, Mich.
SCEARCE, BOB
WJBO, Baton Rouge, La.
SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
SCHENKER, ANDRE
WTIC, Hartford, Conn.
SCHNEIDER, RAY
WWSW, Pittsburgh, Pa.
SCHOFFELMAYER, VICTOR
WFAA, Dallas, Tex.
SCHORREGGE, CHARLES
KFYR, Bismark, S. D.
SCHROCK, CARL
KGKL, San Angelo, Tex.
SCHUBEL, DICK
WJIM, Lansing, Mich.
SCHWARTZ, JAMES
WOI, Ames, Ia.
SCHWARTZ, JULIAN
WSRR, Stamford, Conn.
SCOTT, JOHN W.
KABC, San Antonio, Tex.
SCOTT, ROBERT
WCAP, Asbury Park, N. J.
SEASHOLTZ, PAUL
WJNC, Jacksonville, N. C.
SEAVEY, CECIL
KOA, Denver, Colo.
SEEBECK, CHARLES E.
WTON, Staunton, Va.
SEIPLE, STANLEY J.
WSAJ, Grove City, Pa.
SELBY, MR.
WINX, Washington, D. C.
SELBY, PRICE
WRGA, Rome, Ga.
SERGIO, LISA
WQXR, New York, N. Y.
ABC—One Woman's Opinion
SEWALD, LES
WRAK, Williamsport, Pa.
SEXTON, JESSE
KALB, Alexandria, La.
SHACK, BOB
KFBC, Cheyenne, Wyo.
SHADEL, BILL
WTOP, Washington, D. C.
SHAND, JOHN V.
WMBG, Richmond, Va.
SHANNON, PAUL
KDKA, Pittsburgh, Pa.
SHARPE, VIRGIL
KOIL, Omaha, Neb.
SHAW, HAROLD B.
WORD, Spartanburg, S. C.
SHELL, TED
WCOL, Columbus, O.
SHELLEY, HUGH
KIDO, Boise, Id.
SHEPARD, BILL
WDOD, Chattanooga, Tenn.
SHOOP, DAVID
WHP, Harrisburg, Pa.
SHREVE, LEONARD
KWJJ, Portland, Ore.
SHUFORD, JIM
WRDW, Augusta, Ga.
SHULTZ, JOHN W.
WMVA, Martinsville, Va.
SIMMONDS, FRED
WLLH, Lowell, Mass.
SINGISER, FRANK
MBS—Frank Singiser and the News
SIPES, LEON
KELD, El Dorado, Ark.
SLACK, BEN L., JR.
KVOA, Tucson, Ariz.
SLATE, CHARLES
WBBB, Burlington, N. C.
SMITH, B. A.
WSON, Henderson, Ky.
SMITH, BECKLEY
WJAS, Pittsburgh, Pa.
SMITH, BRAD
KRGV, Weslaco, Tex.
SMITH, CECIL VICTOR
WGBG, Greensboro, N. C.
SMITH, HUGH
KFAA, Helena, Ark.
SMITH, KATE
CBS
SMYTH, NEWTON S.
WCRS, Greenwood, S. C.
SNEAD, C. N.
WDBJ, Roanoke, Va.
SNOW, HAL
KWSC, Pullman, Wash.
SONIS, BERTON
WCHS, Charleston, W. Va.

SPIRA, DOROTHY GOLUB
WSNY, Schenectady, N. Y.
SPRATLIN, ROBERT
KWSC, Pullman, Wash.
STADLER, GLEN
WGBF, Evansville, Ind.
STANLEY, JAMES
WKIX, Columbia, S. C.
STANLEY, LARRY
KFH, Wichita, Kans.
STEDMAN, HARRY
KWBU, Corpus Christi, Tex.
STEEL, JOHANNES
WHN, New York, N. Y.
STEELE, JOHN W.
KSWO, Lawton, Okla.
STEPHENSON, JAMES
KRGV, Weslaco, Tex.
STERNBERGER, ESTELLE
WLIB, Brooklyn, N. Y.
STEWART, M. D.
KNET, Palestine, Tex.
STILLE ELBERT, JR.
WHKC, Columbus, O.
STODDARD, LOTHROP
WMAL, Washington, D. C.
STONE, VIRGIL
KOCA, Kilgore, Tex.
STOUT, ALLEN
WROL Knoxville, Tenn.
STUELPNAGEL, FRED
KVOV, Redding, Calif.
STURMER, LES
WMAM, Marinette, Wis.
STYLES, HAL
KFWB, Hollywood, Calif.
SULLIVAN FLOYD M.
KWTO, Springfield, Mo.
SULLIVAN, HENRY
WGTM, Wilson, N. C.
SWAN, BOB
KHJ-KFAC-KFI-KECA, Hollywood, Calif.
SWAN, PAUL
WTAG Worcester, Mass.
SWINDLE, J. L.
KPDN, Pampa, Tex.
SWING, RAYMOND
ABC
SYERS, ED
KTBC, Austin, Tex.

— T —

TAINTER, ERIC
KCKN, Kansas City Mo.
TALBOT, BILL
KOIL, Omaha, Neb.
TANNEN, ERNEST
WSAP, Portsmouth, Va.
TAYLOR, ARLOND
KNAK, Salt Lake City Utah
TAYLOR, HENRY J.
MBS
TAYLOR, JACK
WKEY, Covington, Va.
TAYLOR, PAT
WMFR, High Point, N. C.
TEAGUE, W. C.
WMC, Memphis, Tenn.
TEAS, CHARLES
KMPC, Los Angeles, Calif.
TERWAY, TYS
WNOX, Knoxville, Tenn.
THERIOT, AL
KVOL, Lafayette, La.
THOMANS, WILLIAM
WPIC, Sharon, Pa.
THOMAS, ART
WJAG, Norfolk, Neb.
THOMAS, BILL
KDKA, Pittsburgh, Pa.
THOMAS, BOB
KEX, Portland, Ore.
THOMAS, LLOYD C.
KGFW, Kearney, Neb.
THOMPSON, CARL G.
WBIG, Greensboro, N. C.
THORPE, BUD
WOAI, San Antonio, Tex.
THRASHER, LES
WJPF, Herrin, Ill.
TRAUM, WILLIAM
WROK, Rockford, Ill.
TRAVIS, G. EDWARD
WGH, Newport News, Va.
TREADWELL, KEN
WGTC Greenville, N. C.
TRELOAR, DON
KGEZ, Kalispell, Mont.
TRIBBLE, BUFORD
KFYO, Lubbock, Tex.
TRIEST, WILLIAM
KYA, San Francisco, Calif.
TRIGS, AL
KTRI, Sioux City, Ia.
TRUE, HAROLD
WWJ, Detroit, Mich.
TURNER, DEAN
KTSA, San Antonio, Tex.
TURNER, HUGH
KJBS San Francisco, Calif.
TURNER, RUSSELL
WOL, Washington, D. C.

— U —

ULRICK, EDGAR C.
WLOK, Lima, O.
URIE, H.
KSUB, Cedar City, Utah
UTLEY CLIFTON
WMAQ, Chicago, Ill.

— V —

VADEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.
VAN DYKE, RUSS
KRNT, Des Moines, Ia.
VAN KIRK, DR. WALTER W.
NBC—Religion in the News
VAN, LYLE
MBS
VANN, C. E.
WGCM, Biloxi, Gulfport, Miss.
VERBA, GILBERT
KOA, Denver, Colo.
VOGEL, PHIL
WGKV, Charleston W. Va.
VOLPE, NIC
WMBR, Jacksonville, Fla.

— W —

WADE, VIRGINIA
WCED, Dubois, Pa.
WALES, GILBERT
KLX, Oakland, Calif.
WALES, MRS. SIDNEY
KROW, Oakland, Calif.
WALKER, BOB
WCHV, Charlottesville, Va.
WALKER, C. E.
KVOV, Redding, Calif.
WALKER, JAMES V.
WJPF, Herrin, Ill.
WALKER, LEE
KNAK, Salt Lake City, Utah
WALLACE, EDWARD
WTAM, Cleveland, O.
WALLACE, NEIL
WEEI, Boston, Mass.
WALRATH, W. W.
WICA, Ashtabula, O.
WALSH, J. RAYMOND
WMCA, New York, N. Y.
WALTON, SIDNEY
WHN, New York, N. Y.
WARNER, ALBERT L.
WOL, Washington, D. C.
WARREN, MATTHEW
WOL, Washington, D. C.
WASS, ROBERT
WADC, Akron, O.
WAUGH, IRVING
WSM, Nashville, Tenn.
WAYNE, CARTER
WHK, Cleveland O.
WEAVER, BILL
KOVC, Valley City, N. D.
WEBB, JACK
KGO, San Francisco, Calif.
WECKER, DR. KARL
KFAC, Los Angeles Calif.
WELCH, JOSEPH
WSAR, Fall River, Mass.
WELLS, CARVETH
KFI, Los Angeles, Calif.
WERNER, JACK
KSUB, Cedar City, Utah
WESP, JOE
WBEN, Buffalo, N. Y.
WHALEY, BUD
KMAC, San Antonio, Tex.
WHEBEE, CHARLES H.
WGTC, Greenville N. C.
WHITE, HUD
KFAM, St. Cloud, Minn.
WHITELEATHER, MELVIN K.
WPEN, Philadelphia, Pa.
WHITESIDE, HUGH
WINX, Washington, D. C.
WHITLEY, WHIT
KGFF, Shawnee, Okla.
WHITMAN, HAROLD C.
WSAM, Saginaw, Mich.
WILLAR, BILL
KALL, Salt Lake City, Utah
WILLIAMS, DICK
WCPO, Cincinnati, O.
WILLIAMS, DOC
WADC, Akron, O.
WILLS, DAVID
WMAL, Washington, D. C.
WILLS, W. R.
WGBS, Miami, Fla.
WILSO, HERMAN
KSRO, Santa Rosa, Calif.
WILSON, GEORGE H.
WSTV, Steubenville O.
WILTON, MARJORIE
KMOX, St. Louis, Mo.
WINCHELL, WALTER
ABC
WINSTEAD, G. B.
WTAW, College Station, Tex.
WISE, EDDIE
WEBQ, Harrisburg, Ill.
WOOD, BILL
KORN, Fremont, Neb.
WOOD, HARRISON
KHJ, Hollywood, Calif.
WOOLFRIES, ANDY
WMT, Cedar Rapids, Waterloo, Ia.
WORKHOVEN, MERRILL
WOW, Omaha, Neb.
WORTMAN, C. B.
WCAP, Asbury Park, N. J.
WRIGHT, ARCHIE
WSLB, Ogdensburg, N. Y.
WRIGHT, STERLING W.
WSPA, Spartanburg, S. C.

— Y —

YOUNG, GEORGE
KGNC, Amarillo, Tex.
YOUNGBLOOD, T. DOUGLAS
WFIG, Sumter, S. C.

HARRY WISMER

Sports Editor American Broadcasting Company

Sports Commentators
—their work during 1945

— A —

ACKERLEY, GENE
KID, Idaho Falls, Idaho
ADAMS, NORRIS
KVOS, Bellingham, Wash.
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALLEN, CHRIS
WELI, New Haven, Conn.
ALLEN, MEL
WINS, New York, N. Y.
ALLEN, WEBB
WELO, Tupelo, Miss.
ALTMAN, DICK
KTHT, Houston, Tex.
AMES, DON
KXEL, Waterloo, Ia.
ANDERSON, LEONARD G.
WJMC, Rice Lake, Wis.
ANZIVINO, JOE
KGMB, Honolulu, T. H.
ARNOLD, FULTON
WTTM, Trenton, N. J.
ARTHUR, FRANK
KLX, Oakland, Calif.
ARVIN, RAY
KORN, Fremont, Neb.

— B —

BAILEY, CHARLES
WEBR, Buffalo, N. Y.
BAILEY, WILLIAM S.
KTHS, Hot Springs, Ark.
BAILY, BILL
WAPO, Chattanooga, Tenn.
BARBER, RED
WHN-MBS, New York, N. Y.
BARKER, EDDIE
KMAC, San Antonio, Tex.
BARLOW, JAY
WHLN, Harlan, Ky.
BARRY, JACK
WHEC, Rochester, N. Y.
BARTH, BERNIE
KRGV, Weslaco, Tex.
BARTON, JACK
WTOC, Savannah, Ga.
BASEL, MEL
WGKV, Charleston, W. Va.
BEARDON, CECIL
WTAW, College Station, Tex.
BELL, BILL
WMRF, Lewistown, Pa.
BELL, TED
KRSC, Seattle, Wash.
BENSEN, RICHARD
WRRN, Warren, Ohio
BERGMAN, DUTCH
WRC, Washington, D. C.
BERKOWITZ, MILTON
WHTD, Hartford, Conn.
BINGHAM, BOB
WFTC, Kinston, N. C.
BISHOP, BURTON
KTEM, Temple, Texas
BLAINE, JIMMIE
KFBC, Cheyenne, Wyo.
BLAINE, LEE
WELO, Tupelo, Miss.
BLOOM, MARV
WCRD, Dubois, Pa.
BLUE, IRA
KGO, San Francisco, Calif.
BOCHMAN, BILL
WCOS, Columbia, S. C.
BODDEN, BOB
WCLO, Janesville, Wisc.
BOGGS, OTIS
WRUF, Gainesville, Fla.
BOLAND, JOE
WSBT, South Bend, Ind.
BOLLEY, LEO
WFBL, Syracuse, N. Y.

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WJAC, Johnstown, Pa.
BOX, VES
KRLD, Dallas, Tex.
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KDKA, Pittsburgh, Pa.
BRACKEN, PHIL
WAJR, Morgantown, W. Va.
BRADLEY, WILLIAM
WGY, Schenectady, N. Y.
BRAINING, PAUL M.
WMRF, Lewistown, Pa.
BRAMHALL, ART
WIBA, Madison, Wisc.
BRANDT, BILL
MBS, Inside of Sports
BRANDY, J. R.
WSLB, Ogdensburg, N. Y.
BRAY, DICK
WCKY, Cincinnati, O.
BREMSER, LYELL
KFAB, Omaha & Lincoln, Neb.
BRENGEL, BILL
WWL, New Orleans, La.
BRIGHT, HARRY
WGBR, Goldsboro, N. C.
BRITT, JIM
WNAC, Boston, Mass.
BRONSON, WALLY
WOSH, Oshkosh, Wisc.
BROWN, BILL
KYA, San Francisco, Calif.
BROWN, RED
WFOY, St. Augustine, Fla.
BRUCE, FRANK
WJRD, Tuscaloosa, Ala.
BRUNDIGE, BILL
KSFO, San Francisco, Calif.
BURICK, SI.
WHIO, Dayton, Ohio
BURNETTE, BILL
WFIG, Sumter, S. C.
BURNS, JERRY
KDYL, Salt Lake City, Utah
BURTON, DON
WLBC, Muncie, Ind.
BUSHEE, MERT
KGCU, Mandan, N. Dak.
BUTLER, JOHN
WHK, Cleveland, O.
BYER, HAL
KWIL, Albany, Ore.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho
CARL, LEN
WPAR, Parkersburg, W. Va.
CARNEAL, HERB
WSYR, Syracuse, N. Y.
CARPENTER, JAMES D.
WKBB, Dubuque, Ia.
CARPENTER, WILLIAM
WSNY, Schenectady, N. Y.
CARR, THOMAS
WGAA, Cedartown, Ga.
CARROLL, GEORGE C.
WEEU, Reading, Pa.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARSON, TOM
WJIM, Lansing, Mich.
CARVER, JACK
WNAD, Norman, Okla.
CARY, TOM
KGFW, Kearney, Neb.
CASE, JOHN G.
WWNY, Watertown, N. Y.
CASPER, CHARLES
KMOX, St. Louis, Mo.
CAVE, WALTER
KMJ, Fresno, Calif.
CECIL, HERMAN
KCMC, Texarkana, Tex.
CHALMERS, JIM
WEIM, Fitchburg, Mass.
CHAMBERLIN, CARL
WSAY, Rochester, N. Y.
CHAPMAN, ROY T.
KTSM, El Paso, Tex.
CHAPMAN, WALKER
KGMB, Honolulu, T. H.
CHARLES, BILL
KID, Idaho Falls, Idaho
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHESSER, ALEC
KABC, San Antonio, Tex.
CHILDS, LELAND
WSFA, Montgomery, Ala.
CHRIST, ROGER
WOMT, Manitowoc, Wis.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
CLANCY, RAY
WMFJ, Daytona Beach, Fla.
CLARK, J. B.
WBT, Charlotte, N. C.
CLAYTON, TOM
WLLH, Lowell, Mass.
CLINTON, PAUL
WPDQ, Jacksonville, Fla.
COBURN, PAUL
KVNU, Logan, Utah
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WIOD, Miami, Fla.
COCHRAN, HARRY
WSTV, Steubenville, Ohio

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KALE, Portland, Ore.
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KELO-KSOO, Sioux Falls, S. D.
CONNORS, "VAN"
KCRA, Sacramento, Calif.
CONRAD, STAN
WGBG, Greensboro, N. C.
CONWAY, BILL
WTBO, Cumberland, Md.
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WHDF, Calumet, Mich.
CORNISH, WORTHEN C.
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CORRAY, FRED
WILL, Urbana, Ill.
CORUM, BILL
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COWELL, EDWARD J.
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COX, L. D.
KVAK, Atchison, Kans.
CRADDOCK, JACK
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WSTV, Steubenville, O.
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KEX, Portland, Ore.
CROSBY, CHARLES
WNHC, New Haven, Conn.
CROSIAR, FRANK
WHOT, South Bend, Ind.
CRUM, JIMMY
WMAN, Mansfield, O.
CULLINGS, ROBERT
WFBL, Syracuse, N. Y.
CURTIS, BOB
KWSC, Pullman, Wash.

— D —

DAILY, TOM
WOW, Omaha, Neb.
DANIELS, JOHN
WLOK, Lima, O.
DAVIDSON, RANDALL
WAIM, Anderson, S. C.
DAVIS, MAC
NBC.
DAWSON, BUD
KHMO, Hannibal, Mo.
DEINES, NAY
KMMJ, Grand Island, Neb.
DELANEY, BOB
WJNO, West Palm Beach, Fla.
DELMAR, BILL
KALL, Salt Lake City, Utah
DENNIS, DINTY
WGBS, Miami, Fla.
DePHILLIPS, TONY
WWRL, Woodside, N. Y.
DeVICTOR, MARTY
WBNS, Columbus, Ohio
DeVRIES, ADRIAN
KFPY, Spokane, Wash.
DIEHL, BILL
WGH, Newport News, Va.
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WSNY, Schenectady, N. Y.
di NATALE, JOE
KODY, North Platte, Neb.
DOGGETT, JERRY
WRR, Dallas, Tex.
DONOHUE, DONALD
KDLR, Devils Lake, N. Dak.
DOOLEY, TED
KVOV, Redding, Calif.
DOPP, CLAY
WCMI, Ashland, Ky.
DOUGAN, ARCH
KNET, Palestine, Tex.
DOUGLAS, HAROLD
KFRU, Columbia, Mo.
DOUGLAS, LEE
WHKY, Hickory, N. C.
DREES, JACK
WIND, Chicago, Ill.
DREW, AL
WCBT, Roanoke Rapids, N. C.
DUKE, PAUL
WMBG, Richmond, Va.
DUMM, BOB
KXOA, Sacramento, Calif.
DUNBAR, STUART
KSAL, Salina, Kan.
DUNCAN, JIM
WEBQ, Harrisburg, Ill.
DUNN, AL
WDNC, Durham, N. C.
DUNPHY, DON
WINS, New York, N. Y.
ABC—Gillette Fights
DURNEY, BILL
WIL, St. Louis, Mo.
DYER, BILL
WITH, Baltimore, Md.

— E —

EBEL, JIM
WILL, Urbana, Ill.

EDWARDS, MACK
WSBA, York, Pa.
ELDER, DON
WMAQ, Chicago, Ill.
ELLIOTT, BILL
KVOE, Santa Ana, Calif.
ELLIS, STEVE
WMCA, New York, N. Y.
ELSON, BOB
WJJD, Chicago, Ill.
EPLING, LEONARD
KOOS, Coos Bay, Ore.
ESSIG, VINCENT
WSAP, Portsmouth, Va.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EUBANKS, GEORGE
WRGA, Rome, Ga.
EVANS, DON
KTFI, Twin Falls, Idaho
EVANS, EDDIE
WFAA, Dallas, Tex.
EVANS, FRANKLIN
KPO, San Francisco, Calif.
EVANS, JONES
WBAX, Wilkes-Barre, Pa.

— F —

FAIR, JIM
WLEE, Richmond, Va.
FALLON, FRANK
WMEX, Boston, Mass.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FARRINGTON, FRANK
KFAM, St. Cloud, Minn.
FARRIS, CLINT
WGTM, Wilson, N. C.
FELKNER, GAIL
KPAB, Laredo, Tex.
FIKE, CHARLES
KMAC, San Antonio, Tex.
FINNERTY, HUGH J.
KCRC, Enid, Okla.
FLOWERS, GEORGE
WAYS, Charlotte, N. C.
FORD, MILTON
WBIR, Knoxville, Tenn.
FOSTER, JIM
KTBI, Tacoma, Wash.
FOX, WILLIAM F., JR.
WIBC, Indianapolis, Ind.
FRANDOLIG, BUCK
KOTA, Rapid City, S. Dak.
FRANKLYN, ROY
WCKFL, Chicago, Ill.
FRASER, DICK
WBAA, West Lafayette, Ind.,
FRITZ, DON
WHKC, Columbus, O.
FULLER, BOB
KROS, Clinton, Ia.
FULTON, BOB
KLRA, Little Rock, Ark.
FULTON, JOHN
WGST, Atlanta, Ga.

— G —

GADBERRY, BOB
KFBI, Wichita, Kans.
GANNON, MIKE
WCRS, Greenwood, S. C.
GARDNER, ROLLIE
KVOR, Colorado Springs, Colo.
GARNES, CLARENCE M.
WSAV, Savannah, Ga.
GARROD, GEORGE
WWRL, Woodside, N. Y.
GARROWAY, DAVE
WMAQ, Chicago, Ill.
GARWOOD, PAUL
WKLA, Ludington, Mich.
GATES, HILLIARD
WOWO, Fort Wayne, Ind.
GENTRY, ROBERT
KFAR, Fairbanks, Alaska
GEORGE, LEE
KWTO, Springfield, Mo.
GERLETTI, FRED J.
KVOA, Tucson, Ariz.
GIBBONS, JAMES
WMAL, Washington, D. C.
GIBBONS, RICHARDS
WCAP, Asbury Park, N. J.
GIBBS, LAWRENCE
KMLB, Monroe, La.
GIBSON, LLOYD
WHDL, Olean, N. Y.
GILLIN, BILL
KLZ, Denver, Colo.
GIROUX, LEE
KSAN, San Francisco, Calif.
GISMONDI, JAMES
WMBS, Uniontown, Pa.
GIVEN, KEN
WLBJ, Bowling Green, Ky.
GLICKMAN, MARTY
WHN, New York, N. Y.
GOLDSBOROUGH, MURRAY
WFMD, Frederick, Md.
GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.
GOODRICH, WILLIAM
WMAM, Marinette, Wis.
GORDON, J. R.
KELD, El Dorado, Ark.

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KOMA, Oklahoma City, Okla.
GRAHAM, WALTER
WBML, Macon, Ga.
GRANGE, RED
WMAQ, Chicago, Ill.
GRANT, HAL
WGBR, Goldsboro, N. C.
GRAVENMEIR, HARRY
KFFA, Helena, Ark.
GREEN, HOWARD
KRBC, Abilene, Tex.
GREENE, JOHN C.
WGTC, Greenville, N. C.
GREGORY, LLOYD
KPRC, Houston, Tex.
GRIER, HARRY
KTRH, Houston, Tex|
GRIFFITHS, BILL
WADC, Adron, O.
GWYNN, EASY
WIBC, Indianapolis, Ind.

— H —

HACKETT, JON
KRNT, Des Moines, Ia.
HAGEMAN, JIMMY
WCHV, Charlottesville, Va.
HALL, HALSEY
WCCO, Minneapolis, Minn.
HALL, HEDLEY
KMYC, Marysville, Calif.
HALLECK, MARK
WTAW, College Station, Tex.
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KTBI, Tacoma, Wash.
HALLOCK, WILES
WLEU, Erie, Pa.
HAMEL, RUDOLPH
WCOU, Lewiston, Me.
HAMPTON, RAY
WHBF, Rock Island, Ill.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HANEY, FRED
KMPC, Los Angeles, Calif.
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KRRV, Sherman, Tex.
HARMON, TOM
MBS, New York, N. Y.
HARRIOT, RICHARD
KPAB, Laredo, Tex.
HARRIS, WILLIAM M.
WHAI, Greenfield, Mass.
HARRISON, BOB
WHNC, Henderson, N. C.
HART, BILL
WCAU, Philadelphia, Pa.
HASEL, JOE
WJZ, New York, N. Y.
HASSETT, BUZZ
KTRI, Sioux City, Ia.
HATFIELD, LARRY
WOLS, Florence, S. C.
HEAD, IVAN R.
KVSK, Santa Fe, N. M.
HEALD, ELLIOT
WRUF, Gainesville, Fla.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEATH, HAROLD
WOC, Daveinport, Ia.
HEILMAN, HARRY
WXYZ, Detroit, Mich.
HELGESEN, RAY
KTUC, Tucson, Ariz.
HIGHTOWER, BILL
WNLC, New London, Conn.
HILL, DALTON
KXOX, Sweetwater, Tex.
HILL, DON
WAVE, Louisville, Ky.
HINRICHS, GENE
WIS, Columbia, S. C.
HITTENMARK, GORDON
KFMB, San Diego, Calif.
HODGES, RUSS
WOL, Washington, D. C.
HOGAN, TODD
WATW, Ashland, Wis.
HOLLERON, BOB
KTSA, San Antonio, Tex.
HOLLINGSWORTH, BOB
WSOY, Decautur, Ill.
HOOVER, DON
WJMS, Ironwood, Mich.
HORNER, JACK
KSAL, Salina, Kans.
HORNER, JACK
KSTP, St. Paul, Minn.
HOTALING, EARL
WBTM, Danville, Va.
HOYT, WAITE
WCPO, Cincinnati, O.
HUFFACKER, DON
KWYO, Sheridan, Wyo.
HUNTER, HERB
WDAY, Fargo, N. Dak.
HUNTER, RIG
KHUB, Watsonville, Calif.
HURLEY, JIM
ABC—Fishing and Hunting Club of the Air
HUSING, TED
CBS
HURT, ZACH
KFJZ, Fort Worth, Tex.
HUSEBY, LARRY
KVI, Tacoma, Wash.
HUSS, J. W.
WJMS, Ironwood, Mich.

— I —

INGSTAD, BOB
KOVC, Valley City, N. D.
IRBY, BILL
EFEB, Sylacauga, Ala.

— J —

JACKSON, CARROL F.
WROX, Clarkesdale, Miss.
JACKSON, DICK
WSTV, Steubenville, Ohio
JACKSON, W. E., JR.
WBIG, Greensboro, N. C.
JACOBS, BOB
WCBI, Columbus, Miss.
JACOBS, LEE
KBKR, Baker, Ore.
JAMES, KEN
KHAS, Hastings, Nebr.
JASEN, PHIL
WTAG, Worcester, Mass.
JENKINS, RON
WSOC, Charlotte, N. C.
JOHNSON, CLIFF
KLX, Oakland, Calif.
JOHNSON, LEROY
WFOY, St. Augustine, Fla.
JOHNSTON, OWEN
WAGA, Atlanta, Ga.
JOHNSON, ROBERT
WNOX, Knoxville, Tenn.
JOHNSON, ROLLIE
WTCN, Minneapolis, Minn.
JONES, WES
KTBS, Shreveport, La.

— K —

KEATING, WILLIAM
WAYN, Holyoke, Mass.
KEEN, BILL
KGKY, Scottsbluff, Neb.
KEHOE, PAT
WMAM, Marinette, Wis.
KELLEY, BOYD
KBST, Big Spring, Tex.
KELLY, ROGER
KFXJ, Grand Junction, Colo.
KENLO, JOHNNY
KALB, Alexandria, La.
KENT, BOB
WHIS, Bluefield, W. Va.
KEYES, HUGH
KSUN, Bisbee, Ariz.
KILLICK, L. F.
WCZX, Burlington, Vt.
KINCAID, FRED
WRR, Dallas, Tex.
KIRBY, BILL
WJMS, Ironwood, Mich.
KIRBY, DOROTHY
WGST, Atlanta, Ga.
KIRBY, LEE
WBT, Charlotte, N. C.
KIRBY, WILLIAM
WDSM, Superior, Wis.
KLEY, HERB
WHBL, Sheboygan, Wis.
KLIMENT, ROBERT F.
WJPA, Washington, Pa.
KORZELIUS, GENE
WBNY, Buffalo, N. Y.
KREM, BEN
WKNY, Kingston, N. Y.
KROUGH, BILL
WKBZ, Muskegon, Mich.
KRSHKA, FRANK
KPKW, Pasco, Wash.

— L —

LACKEY, F. ERNEST
WHOP, Hopkinsville, Ky.
LAKE, BERRY
WHO, Des Moine s,Ia.
LANDIS, DeWITT
KFYO, Lubbock, Tex.
LASSEN, LEO
KRSC, Seattle, Wash.
LAWLEY, LEE
KPRO, Riverside, Calif.
LAYER, BRUCE
KPRC, Houston, Tex.
LEE, BERT
WHN, New York, N. Y.
LEE, DICK
WHBU, Anderson, Ind.
LEE, FRANCK
KVOL, Lafayette, La.
LEE, FRANK
WMMN, Fairmont, W. Va.
LEE, WILLIAM P.
WLAK, Lakeland, Fla.
LENTZ, ART
WIBA, Madison, Wisc.
LEO, FRED
WMBD, Peoria, Ill.
LEONARD, LEE
WFMJ, Youngstown, O.
LEWIS, ART
WHA, Madison, Wis.
LINDSAY, A. W.
KXRO, Aberdeen, Wash.
LINN, J. B.
KGNC, Amarillo, Tex.
LISTON, LEE
KSUB, Cedar City, Utah
LOCHMAN, WALT
KCMO, Kansas City, Mo.
LOMAX, STAN
WOR, New York, N. Y.
LOUNSBURY, JIM
KSO, Des Moines, Ia.
LOWELL, STAN
KGGM, Albuquerque, N. M.

— M —

MacINTOSH, RAY
WHBY, Appleton, Wis.
MacMILLAN, LOWELL
WHEC, Rochester, N. Y.
MacRAE, JOHN
WABI, Bangor, Me.
MAGNER, BILL
KOTA(Rapid City, S. D.
MALLICOAT, AL
KGER, Long Beach, Calif.

MARLOY, JOHN D.
WCOP, Boston, Mass.
MANN, STU
WLOL, Minneapolis, Minn.
MANNING, TOM
WTAM, Cleveland, O.
MARGET, MANNY
KVOX, Moorehead, M inn.
MARSHALL, R. E.
WPAY, Portsmouth, O.
MARTIN, BILL
WJLB, Detroit, Mich.
MARTIN, DAVE
WRUF, Gainesville, Fla.
MARTIN, GEORGE P.
WRRF, Washington, N. C.
MARTIN, JACK
WKBH, La Crosse, Wisc.
MARTIN, REGGIE
WGBS, Miami, Fla.
MARTIN, TINY
WHBQ, Memphis, Tenn.
MAXWELL, JACKO
WWRL, Woodside, N. Y.
MARYMONT, MARK
WGCM, Biloxi-Gulfport, Miss.
MATHIS, LYLE
KVOV, Redding, Calif.
MATTISON, CHARLES
WHOP, Hopkinsvillie, Ky.
MAYNARD, BILL
KTTS, Springfield, Mo.
McALEECE, RED
KDTH, Dubuque, Ia.
McCALLUM, JOHN
KWSC, Pullman, Wash.
McCANN, DICK
KBON, Omaha, Neb.
McCARTHY, DICK
WKNY Kingston, N. Y.
McCOY, WALTER P.
KXA, Seattle, Wash.
McCROSKEY, DON
KTBI, Tacoma, Wash.
McCUTCHEN, DICK
WFAS, White Plains, N. Y.
McDONALD, AL
WTMA, Charleston, S. C.
McDONALD, ARCH
WTOP, Washington, D. C.
McELVEEN, MOODY
WCOS, Columbia, S. C.
McFALL, DON
WTRC, Elkhart, Ind.
McGARVEY, GENE
WPAD, Paducah, Ky.
McGINLEY, JOE
WKIX, Columbia, S. C.
McGRATH, EDWIN
WSPA, Spartanburg, S. C.
McGUIRE, RAY
WNOE, New Orleans, La.
McINTIRE, CHARLES
WMBH, Joplin, Mo.
McKAY, DEL
KRNR, Roseburg, Ore.
McKEE, BURTT, JR.
WAPI, Birmingham, Ala.
McKINNEY, CARL J.
WGTC, Greenville, N. C.
McKINNEY, JIM
WJPE, Herrin, Ill.
McLEAN, JACK
WGL, Fort Wayne, Ind.
McLINN, STONEY
WIP, Philadelphia, Pa.
McMANUS, BOB
KPOW, Powell, Wyo.
McTIGUE, HARRY
WINN, Louisville, Ky.
MENTON, BILL
WMOB, Mobile, Ala.
MERCER, JIMMY
KPLT, Paris, Tex.
MICHAELS, BILL
KABC, San Antonio, Tex.
MILBURN, BOB
KGKL, San Angelo, Tex.
MILLARD, H. V.
WSOY, Decatur, Ill.
MILLER, C. A.
WCBS, Springfield, Ill.
MILLER, DON
WTOL, Toledo, O.
MILLER, LINDY
WSAR, Fall River, Mass.
MILLER, PAUL J.
WWVA, Wheeling, W. Va.
MILLER, RALPH
WFIN, Findlay, O.
MILLHOUSE, GLENN
KGEZ, Kalispell, Mont.
MILLS, FRANK
WBAP, Fort Worth, Tex.
MILNER, GENE
KBIZ, Ottumwa, Ia.
MITCHELL, DON
WAGA, Atlanta, Ga.
MITCHELL, JOHN
KGFW, Kearney Neb.
MOORE, BILL
WINN, Louisville Ky.
MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORGAN, BILL
KVOP, Plainview Tex.
MORLEY, BERNARD S.
WHCU, Ithaca, N. Y.
MORRIS, JAMES M.
KOAC, Corvallis, Ore.
MORRIS, TRUMAN
WLAP, Lexington Ky.
MORRISON, G. W.
WPTF, Raleigh N. C.

— N —

NEAL, BOB
WGAR, Cleveland, O.
NEHLSON, AL
WBBB, Burlington, N. C.
NELSON, BERT
WIND, Chicago, Ill.
NESBITT, DICK
WKRC, Cincinnati, O.
NEWELL, DAVE
ABC—Fishing and Hunting Club of the Air.
NEWKIRK, AL
WICA, Ashtabula, O.
NEWMAN CY
WSSV, Petersburg, Va.
NEWMAN, ZIPP
WSGN, Birmingham, Ala.
NICKELL, GLENN E.
KUIN, Grants Pass, Ore.
NICKOLSON, FRANK
WTMC, Ocala, Fla.
NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.
NISSEN, BOB
KWIL, Albany, Ore.
NORMAN, NEIL
WIL, St. Louis, Mo.
NOYES, CURT
WESX, Salem, Mass.

— O —

O'BRIEN, DAVID J.
WSTP, Salisbury, N. C.
O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
O'BRIEN, TOMMY
KRIC, Beaumont, Tex.
O'CONNOR, JOHN
WLNH, Laconia, N. H.
O'NEAL, GLENN
KFPW, Fort Smith, Ark.
ORUM, BILL
WEW, St. Louis, Mo.
OVERTON, DAVE
WFRD, Tuscaloosa, Ala.
OVIATT, RAY
WMRN, Marion, O.
OWEN, CLIFF
KNAK, Salt Lake City, Utah
OWENS MAURICE
WROK, Rockford, Ill.

— P —

PARKER, PAUL
WHIT, New Bern, N. C.
PARKS, DELMERE
WILM, Wilmington, Del.
PARSONS, MARSHALL
WDOD, Chattanooga, Tenn.
PARTON, CLAUDE
WOLF, Syracuse, N. Y.
PATRICK, VAN
WPEN, Philadelphia, Pa.
PATTERSON, WADE
WMT, Cedar Rapids, Waterloo Ia.
PEARSON, FORT
WMAQ, Chicago, Ill.
PECK, VICTOR
KTSW, Emporia, Kans.
PEPE, JOHN
WPIC, Sharon, Pa.
PERICOLA, FRANK
WDLP, Panama City, Fla.
PERKINS, GLEN
KFBI, Wichita, Kans.
PHILLIPPE, JIM
WSAZ, Huntington, W. Va.
PIERSON, WILLIAM
WHKK, Akron, O.
POLLOCK, GRANT
WINC, Winchester, Va.
POPE, BILL
WENY, Elmira N. Y.
POPE, EDWIN
WGAU, Athens, Ga.
POTMAN, DAVID
WLIB, Brooklyn, N. Y.
PRINCE, ROBERT
WJAS, Pittsburgh, Pa.
PURCELL, JAMES
KVAK, Atchison, Kans.

— Q —

QUIGLEY, E. C.
WIBW, Topeka, Kans.

— R —

RAND, TED
KBTM, Jonesboro, Ark.
RAWLS, CHARLIE
WSLI, Jackson, Miss.
RAY, C. ROBERT
WMVA, Martinsville, Va.
RAY, LARRY
KCKN, Kansas City, Mo.
RAYMOND, STAN
WATL, Atlanta, Ga.
REEVES, GEORGE
WHAS, Louisville, Ky.
REID, MICHAEL
KVRS, Rock Springs, Wyo.
REILLY, BILL
WDLP, Panama City, Fla.
REILLY, SPEED
KLX, Oakland, Calif.
REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.
REYNOLDS, BOB
WFDF, Flint, Mich.
ROBERTSON, JIM
WSON, Henderson, Ky.
RODSTROM, LLOYD
KRKO, Everett, Wash.

ROGERS, MARTY
WRAW, Reading, Pa.
ROPPOLO, MICHAEL
KTBS, Shreveport, La.
ROSCOE, PAUL
KFEW, St. Joseph, Mo.
ROSE, JOE
KGMB, Honolulu, T. H.
ROTHRUM, BILL
WSYR, Syracuse, N. Y.
ROYALL, PAUL A.
KSL, Salt Lake City, Utah
RUGH, VIC
KANS, Wichita, Kans.
RUST, NATHAN D.
KPAB, Laredo, Tex.

— S —

SAGGAW, TIP
KBON, Omaha, Neb.
SALSBURG, JOE
WARM, Scranton, Pa.
SALT, LLOYD
KHQ-KGA, Spokane, Wash.
SANDERS, GEORGE R.
KWKW, Pasadena, Calif.
SANDY, MICHAEL
WIBX, Utica, N. Y.
SAUNDERS, ERNIE
WCHS, Charleston, W. Va.
SCHLIEFER, KENNETH
WGIL, Galesburg, Ill.
SCHMIDT, RAY
WTMV, East St. Louis, Ill.
SCHOOR, GENE
WINS, New York, N. Y.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHULTZ, ALEX
WNBF, Binghamton, N. Y.
SEARLES, NEIL K.
WEMP, Milwaukee, Wis.
SEARS, BILL
KUTA, Salt Lake City, Utah
SEAVEY, CECIL
KOA, Denver, Colo.
SEXTON, MORGAN
KROS, Clinton, Ia.
SHAFFER, MAX
WDAN, Danville, Ill.
SHAY, BOB
WCHV, Charlottsville, Va.
SHERMAN, DEAN
WDGY, Minneapolis, Minn.
SHIMP, BURT
WSAZ, Huntington, W. Va.
SHUDT, ROY
WTRY, Troy, N. Y.
SIMPSON, JACK
WSIX, Nashville, Tenn.
SIMPSON, JIMMY
WMRC, Greenville, S. C.
SIMS, FRANK
KVFD, Fort Dodge, Ia.
SLACK, BEN L., JR.
KVOA, Tucson, Ariz.
SLATER, BILL
MBS
SLOVIC, PETE
WENT, Gloversville, N. Y.
SMALLWOOD, STONEY
WOPI, Bristol, Tenn.
SMITH, BOB
WOOD, Grand Rapids, Mich.
SMITH, FRED
WOWO, Fort Wayne, Ind.
SNELLGROVE, TOMMY
WBML, Macon, Ga.
SORENSON, FRITZ
WFIN, Findlay, O.
SPENCER, LLOYD
KTNM, Tucumcari, N. M.
SPOKES, AL
WJTN, Jamestown, N. Y.
STANLEY, LARRY
KFH, Wichita, Kans.
STEADMAN, BILL
WCOV, Montgomery, Ala.
STEELE, BOB
WTIC, Hartford, Conn.
STEELMAN, BOB
KOIL, Omaha, Neb.
STERN, BILL
NBC
STEVENS, JACK
WLAW, Lawrence, Mass.
STEWART, M. D.
KNET, Palestine, Tex.
STEWART, RUSS
KFI, Los Angeles, Calif.
STILLWELL, LYLE
KWLK, Longview, Wash.
STOUT, ALLEN
WROL, Knoxville, Tenn.
SULLIVAN, CHARLES B.
WMC, Memphis, Tenn.
SUTER, WILLIAM
KGLO, Mason City, Ia.
SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.
SUTHERLAND, BOB
WERC, Erie, Pa.
SWAN, BOB
KFI, Los Angeles, Calif.

— T —

TACY, E. N.
WIS, Columbia, S. C.
TAGGART, BYRON
WKRC, Cincinnati, O.
TALBERT, HARRY
WMBR, Jacksonville, Fla.
TAUB, SAM
TAYLOR, JACK
WKEY, Covington, Va.
TAYLOR, PAT
WMFR, High Point, N. C.
TEAS, CHARLES
KMPC, Los Angeles, Calif.
TEMPLETON, R. L.
KFRC, San Francisco, Calif.
TERRY, BOB
WTMV, East St. Louis, Ill.
TERRY, BOB
WIZE, Springfield, O.
THEERINGER, GEORGE
WSNY, Schenectady, N. Y.
THORNBURGH, RED
WSAI, Cincinnati, O.
THORPE, BUD
WOAI, San Antonio, Tex.
TIDINGS, M. L.
KSUB, Cedar City, Utah
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TRUITT, ROLLIE
KWJJ, Portland, Ore.
TUCKER, JOE
WWSW, Pittsburgh, Pa.
TURNER, BOB
WHAM, Rochester, N. Y.
TURNER, JIM
WCNC, Elizabeth City, N. C.
TYSON, TY
WWJ, Detroit, Mich.

— U —

ULRICK, EDGAR C.
WLOK, Limo, O.
UNFERTH, DON
WFHR, Wisconsin Rapids, Wis.
UPSON, KEITH
KWON, Bartlesville, Okla.

— V —

VANCE, HENRY
WAPI, Birmingham, Ala.
VESTRO, AL
WATR, Waterbury, Conn.

— W —

WADDELL, WADE
KTBC, Austin, Tex.
WADDLE, KENNETH
KPQ, Wenatchee, Wash.
WAGNER, JAY
WOSU, Columbus, O.
WAKEMAN, TONY
WWDC, Washington, D. C.
WALDEN, PAUL E.
KWRC, Pendleton, Ore.
WALDEN, WARREN
WEAN, Providence, R. I.
WALRATH, WALT
WICA, Ashtabula, O.
WALSH, GEORGE
WHAS, Louisville, Ky.
WALTERS, GRANVILLE
WAML, Laurel, Miss.
WALTON, LUKE
WISH, Indianapolis, Ind.
WARREN, WILLIAM, SR.
WASK, Lafayette, Ind.
WATSON, BOB
KGNC, Amarillo, Tex.
WATSON, LOREN B., JR.
WJR, Detroit, Mich.
WATTRICK, DON
WXYZ, Detroit, Mich.
WAUGH, IRVING
WSM, Nashville, Tenn.
WEBBE, TED
WPAT, Paterson, N. J.
WELLS, JAMES
WBEN, Buffalo, N. Y.
WHITE, DON
KIT, Yakima, Wash.
WHITE, KEN
KFEL, Denver, Colo.
WHITLEY, WHIT
KGFF, Shawnee, Okla.
WHITMAN, HAROLD C.
WSAM, Saginaw, Mich.
WHITNEY, DON
WELO, Tupelo, Miss.
WILLIAMS, BILL
WJZM, Clarksville, Tenn.
WILSON, BOB
WADC, Akron, O.
WILSON, DAVE
KFH, Wichita, Kans.
WINKLER, RAY
WBAP, Fort Worth, Tex.
WISMER, HARRY
ABC
WOLF, HAL
KPO, San Francisco, Calif.
WOLFF, BOB
WINX, Washington, D. C.
WRIGHT, JOHN
WAIR, Winston-Salem, N. C.

— Y —

YACK, GEORGE
WBAA, West Lafayette, Ind.
YANDT, MAX
KGVO, Missoula, Mont.
YOUNG, J. J.
WERC, Erie, Pa.

— Z —

ZENNAH, CHARLES
WJRD, Tuscaloosa, Ala.

★ Backstage ★

people in radio production during 1945

— A —

ACE, GOODMAN
CBS—Danny Kaye Show
ADAMS, W. J.
WHEC, Rochester, N. Y.
ADAMS, WYLIE
ABC—Ted Malone Show
AINLEY, JOE
MBS—Freedom of Opportunity
MBS—Those Websters
ALBINGER, AL
WCOL, Columbus, Ohio
ALDRIDGE, WILLIAM
WHAS, Louisville, Ky.
ALEXANDER, A. L.
MBS—A. L. Alexander's Mediation Board
ALLEN, BETTI
WINX, Washington, D. C.
ALLIN, HENRY
WLAP, Lexington, Ky.
ALLINGER, RALPH
WFAS, White Plains, N. Y.
ALLISON, ROBERT
CBS—Invitation to Learning
AMREIN, JOHN
WSAI, Cincinnati, Ohio
ANDERSON, BOB
KHQ & KGA, Spokane, Wash.
ANDREWS, MARTIN
ABC—My True Story
APEL, H. W.
WPAY, Portsmouth, Ohio
ARDEN, JAMES
WLOK, Lima, Ohio
ATKINSON, GEORGE
WQXR, New York, N. Y.
AVERY, IRA
CBS—Armstrong Theatre of Today

— B —

BAILEY, ANGUS
WSAR, Fall River, Mass.
BAILEY, EDWIN
WMAQ, Chicago, Ill.
BAILEY, MELVIN
KEX, Portland, Ore.
BAKER, GEORGE
WRC, Washington, D. C.
BAKER, RAY
WITH, Baltimore, Md.
BARNES, HOWARD
CBS—Janette Davis Songs
BARNES, JOHN
CBS—Michael Scott Presents
BARRETT, MAURICE
WHOM, Jersey City, N. J.
BAUGHMAN, ELMER
WFAA, Dallas, Texas
BEASLEY, IRENE
CBS—Irene Beasley, Neighbors Show
BECKER, JOHN
CBS—Time to Remember
BECKER, SANDY
CBS—Organ Fantasies
BECKERMAN, LARRY
WTOP, Washington, D. C.
BELLI, LIDO
KMO, Tacoma, Wash.
BERCH, JACK
ABC—Jack Berch Show
BERNARD, DON
CBS—Blondie
BERNS, LARRY
CBS—The Jack Carson Show
BERTHODT, MARY
KGVO, Missoula, Mont.
BEST, EDNA
MBS—Adventures of Sherlock Holmes
BETHEL, FRED
CBS—Powder Box Theatre
BIEBER, F. E.
WTHT, Hartford, Conn.
BLACK, CHARLES
WSAI, Cincinnati, Ohio
BLACK, HOWARD
KOY, Phoenix, Ariz.
BLACK, JACK A.
WGH, Newport News, Va.
BLAKE, HOWARD
CBS—Meet the Missus
BLADE, RANDY
WJJD, Chicago, Ill.
BLISS, TED
CBS—The Baby Snooks Show
BLOODWORTH, ED
ABC—What's New, Mirth with Eddie Marr
BLOTTER, FRANK
WLS, Chicago, Ill.
BOCHAN, PETER
WNAB, Bridgeport, Conn.
BOLAND JR., JOSEPH L.
ABC—The Doctors Talk It Over
BOOTH, VIRGIL C.
WHDL, Olean, N. Y.
BOOTHBY, JOHN D.
WEBR, Buffalo, N. Y.
BOWE, GEORGE
WTIC, Hartford, Conn.
BOWER, ROGER
WOR, New York, N. Y.
BOWMAN, PHIL
CBS—Ma Perkins
BOYD, AL
WLS, Chicago, Ill.
BRADSHAW, FRED
WPDQ, Jacksonville, Fla.
BRATTAIN, JOE
NBC—Carnation Contented Program
BRENNAN, WILLIAM
CBS—The Jack Smith Show
BRONSON, EARL
ABC—Wake Up and Smile
BROWN, BOBBY
CBS—The First Line
BROWN, DENNIS
WDAK, Columbus, Ga.
BROWN, HIMAN
CBS—The Adventures of the Thin Man, Inner Sanctum
NBC—Joyce Jordon, M. D.
BROWN, KEITH
ABC—America's Town Meeting
BROWN, MENDY
MBS—Adventures of Bulldog Drummond
BRUCE, DWIGHT J.
WTOC, Savannah, Ga.
BUCHANAN, STEWART
CBS—The Second Mrs. Burton
BUCK, CHARLES
NBC—The Jack Benny Program
BURKE, CHARLES G.
WJR, Detroit, Mich.
BUSHNELL, LUCILE
KSLM, Salem, Ore.
BUTLER, D. M.
WGBS, Miami, Fla.
BYRON, ED

— C —

CALDWELL, H.
KFDM, Beaumont, Texas
CALDWELL, JAY
WOL, Washington, D. C.
CALLAHAN, BOB
WINX, Washington, D. C.
CALVERT, CHARLES
KMPC, Los Angeles, Calif.
CARLSON, J. RALPH
WJTN, Jamestown, N. Y.
CARLSON, RICHARD
WELI, New Haven, Conn.
CARNEY, JOHN
CBS—Sing Along Club, Arthur Godfrey Show
CASHMAN, ED
NBC—The Hoagy Carmichael Show
CBS—The Andrews Sisters Show
CHANCE, AL
MBS—Tom Mix Show
CHARLES, BUNNY
CBS—Great Moments in Music
CHARLES, DICK
ABC—Relax with Cal Tinney
CHESTER, EDMUND
CBS—Viva America
CLARE, GEORGE
KMOX, St. Louis, Mo.
CLARK, DON
CBS—This Is My Best
CLARK, JAY
MBS—John J. Anthony
CLEARY, JOHN
ABC—Sammy Kaye's Sunday Serenade
COHAN, PHIL
CBS—Durante-Moore Show
COLE, DEWEY
WXZY, Detroit, Mich.
COLE, JOHN
MBS, The Shadow
COLLINS, TED
CBS—Kate Smith Sings, Kate Smith Speaks
COOKE, FOREST W.
WHBF, Rock Island, Ill.
CORNELL, SYD
WKRC, Cincinnati, Ohio
COTT, TED
WNEW—MBS.
COTTON, BOB
ABC—Private Lives of Ethel and Albert
COY, JAMES
KCMO, Kansas City, Mo.
COYLE, CYNTHIA
WAAF, Chicago, Ill.

CRANS, RICHARD F.
WGNY, Newburgh, N. Y.
CREMEENS, GEORGE
KRNT, Des Moines, Iowa
CRONICAN, LEE
WHP, Harrisburg, Pa.
CROSS, LEO
KMYR, Denver, Colo.
CUNNINGHAM, OWEN
KGMB, Honolulu, T. H.
CURTIN, CHARLES
WNAC, Boston, Mass.
CUSHING, KERBY
WNEW, New York, N. Y.

— D —

DAHL, TED
ABC—Hollywood Radio Life
DALY, ART
ABC—Lum 'N Abner
DALY, JOE
NBC—Raleigh Room
DALY, RANNY
WING, Dayton, Ohio
DANIEL, OLIVER
ABC—Boston Symphony Orchestra
DAVIS, MAC
NBC—Bill Sterns Sports Show
DAWES, BILL
WCKY, Cincinnati, Ohio
DAWSON, RONALD
CBS—It's Maritime
DEANE, JERRY
DE ANGELO, CARLO
KYS, Mankato, Minn.
DEEGAN, MICHAEL
WDAS, Philadelphia, Pa.
DeFUR, PAUL
ABC—Tennessee Jed
DeGROOT, DON
WWJ, Detroit, Mich.
DELINE, JIM
CBS—Serenade from Syracuse
DeMARCUS, BRADFORD
WIBC, Indianapolis, Ind.
DEVINE, JERRY
ABC—This Is Your F. B. I.
DEVINE, OTTIS
WSM, Nashville, Tenn.
DICKMAN, JOHN
WBAL, Baltimore, Md.
DIERINGER, MARGARET
KXA, Seattle, Wash.
DIERKING, MAXINE
KHMO, Hannibal, Mo.
DIETZ, JOHN
CBS—Cimarron Tavern, Crime Photographer
DICKSON, SAM
KPO, San Francisco, Calif.
DOUD, G. B.
KGO, San Francisco, Calif.
DRUMMOND, DAVID
KGO, San Francisco, Calif.

— E —

EAKES, MARY
WGTC, Greenville, N. C.
EATON, JOE
WLBZ, Bangor, Me.
EDWARDS, ALLYN
WQXR, New York, N. Y.
EHRENREICH, DANIEL
WOR, New York, N. Y.
EHRHART, HARRY
WCAU, Philadelphia, Pa.
EHRMAN, BOB
WTOP, Washington, D. C.
EILART, WILLIAM A.
WRRN, Warren, Ohio
ELENZ, BOB
WOC, Davenport, Iowa
ELLIOTT, BILL
KVOE, Santa Ana, Calif.
ELLIOTT, LUCY
WWDC, Washington, D. C.
ELLIS, MARIAN
WOWO, Fort Wayne, Ind.
ELMAN, DAVE
CBS—Hobby Lobby
ELTON, DAVE
CBS—The Adventures of Ozzie & Harriet
ENGLEBACH, DEE
MBS—Rogue's Gallery
EPLING, LEONARD
KOOS, Coos Bay, Ore.
ERNST, BUD
MBS—Queen for a Day
ERVIN, EDWARD
WBNX, New York, N. Y.
ESCAL, A. H.
KAND, Corsicana, Texas
ESSEH, WRIGHT
ABC—Louella Parsons Show, Orson Welles Almanac, Hollywood Mystery Time, Glamour Manor, Collins, Calling

— F —

FARISS, WILLIAM
WBYN, Brooklyn, N. Y.
FARMER, JON
WAGA, Atlanta, Ga.
FARRIS, CLINT
WGTM, Wilson, N. C.
FASSETT, JAMES
CBS—E. Power Biggs Show, Encore Appearance, Eileen Farrell & Columbia Concert Orchestra, Invitation to Music, Mona Paulee, Philadelphia Orchestra.
FAUSTINI, A.
WGES, Chicago, Ill.
FELTON, NORMAN
WMAQ, Chicago, Ill.
FENTON, MILDRED
ABC—Detect & Collect
FERGUSON, EARLE
KOA, Denver, Colo.
FERRIS, RAY
WLS, Chicago, Ill.
FEYHL, HORACE
WCAU, Philadelphia, Pa.
FISHBURNE, ALAN
ABC—Cornet Front Page
FISHER, FLORENCE
KOVC, Valley City, N. Dak.
FISCHER, MAGGIE
NBC.
FITZGERALD, EDWARD
ABC—Professor Quiz
FLANAGAN, GENE
WWRL, Woodside, N. Y.
FLEMING, THOMAS
WLEU, Erie, Pa.
FLYNN, EDWARD F.
WSNY, Schenectady, N. Y.
FLYNN, ROY
WAPI, Birmingham, Ala.
FORD, WHARTON
WSRR, Stamford, Conn.
FOX, MRS. ESTELLE
KBTM, Jonesboro, Ark.
FRAMER, WALT
ABC—Ladies Be Seated
WAAT—What's New in Hollywood
FRANCIS, HOLLIS
WJAG, Norfolk, Neb.
FRANCIS, NOEL
KPO, San Francisco, Calif.
FRENCH, KENNETH
WRC, Washington, D. C.
NBC—Our Foreign Policy, America United, Consumer Time.

— G —

GAHRE, ELIZABETH M.
KXEL, Waterloo, Iowa
GALE, JACK
ABC—Murder Will Out
GALLANT, NORMAND
WCOU, Lewiston, Me.
GANTTER, RAYMOND
WFBL, Syracuse, N. Y.
GATES, JERRY
WFAA, Dallas, Texas
GERING, WALTER
KECA, Los Angeles, Calif.
GIBBS, PARKER
WMAQ, Chicago, Ill.
GIBSON, DOROTHY
KFPW, Fort Smith, Ark.
GIERLACH, CHET
ABC—The Woody Herman Show.
GILLIS, DON
NBC—General Motors Symphony of the Air, The Robert Merrill Show
GIRADIN, RAY
CBS—Coffee Club
GODT, PAUL
KFEL, Denver, Colo.
GOODWIN, SID
ABC—Walkie Talkie, County Fair
GOTTLIEB, JOSEPH
WMCA, New York, N. Y.
GRAHAM, RONALD
WLEU, Erie, Pa.
GRANDEY, ROY
KQW, San Jose, Calif.
GRANT, DAVE
CBS—Vox Pop
GRANT, DOUGLAS B.
WMT, Sedar Rapids-Waterloo, Iowa
GRIFFIN, BETTY
WIBX, Utica, N. Y.
GRIFFIN, JOHN A.
KABR, Aberdeen, S. Dak.
GROGAN, JACK
WNEW, New York, N. Y.
GRUENER, KARL
NBC—The Great Gildersleeve, Kraft Music Hall

— H —

HAIRGROVE, J. A.
KSAM, Huntsville, Texas
HALL, GENE
WBAP, Fort Worth, Texas
HALLOCK, MEL
KWYO, Sheridan, Wyo.
HANES, BOB
WGY, Schenectady, N. Y.
HARRIS, LEE
CBS—The Family Hour
HARRIS, MARY
CBS—House Party
HASKELL, BETTY
KDYL, Salt Lake City, Utah
HARTMAN, LOU
KROW, Oakland, Calif.
HAUSER, DWIGHT
ABC—Lum 'N Abner
HELM, FRANCES F.
WBAP, Fort Worth, Texas
HENDERSON, BROOKS
KSTP, St. Paul, Minn.
HENDERSON, JOHN
WBAA, West Lafayette, Ind.
HERBERT, CHARLES
CBS—Electric Hour
HERBERT, RALPH
KSFO, San Francisco, Calif.
HERMAN, CHESTER
WLW, Cincinnati, Ohio
HIESTAND, R. R.
KFI, Los Angeles, Calif.

HILL, JACK
NBC—Solitair Time
HITCHCOCK, JACK
KFAB, Omaha-Lincoln, Neb.
HOLCOMB, GRANT
KQW, San Jose, Calif.
HOLINER, MANN
CBS—The Frank Sinatra Show
HOLL, PAT
WBEN, Buffalo, N. Y.
HOLLAND, MOREY
MBS—Fresh Up Show
HOLMES, BILL
KECA, Los Angeles, Calif.
HOLT, ROBERT
KNOX, St. Louis, Mo.
HORRELL, MARTIN
CBS—Grand Central Station
HOWARD MARY
WLS, Chicago, Ill.
HOWE, LOUISE HILL
KSL, Salt Lake City, Utah
HOWLETT, ERIC
WJR, Detroit, Mich.
HUME, PAUL
WINX, Washington, D. C.
HUMMERT, FRANK
NBC—American Album of Familiar Music
HUMPHRY, WATT
ABC—Hollywood Radio Life
HUNT, MARJARI
ABC—What's Doin' Ladies
HUTCHINSON, WAYNE
WHN, New York, N. Y.

— I —

IRBY, BILL
WFEB, Sylacauga, Ala.

— J —

JACKSON, CARROL F.
WROX, Clarksdale, Miss.
JACKSON, JOHN C.
WRAW, Reading, Pa.
JACKY, FRED
ABC—Hymns of All Churches
JACOBSON JR., FREDERICK A.
WMAQ, Chicago, Ill.
JAMES, HAL
ABC—Dick Tracy
JANSSEN, KARL
KTUL, Tulsa, Okla.
JASS, MEL
KGIR, Butte, Mont.
JEWELL, JAMES
ABC—Jack Armstrong
JOHNSON, BILL
ABC—Darts for Dough, Hedda Hopper
JONES, PAUL
WFLA, Tampa, Fla.

— K —

KAHN, EDMUND F.
WGN, Chicago, Ill.
KALAR, PHIL
MBS—Sweetheart Time
KAMMAN, BRUCE
NBC—Truth or Consequences, Waltz Time
KARP, RICHARD
KDKA, Pittsburgh, Pa.
KAUFMAN, IRWIN B.
KGO, San Francisco, Calif.
KAYE, LEO
KDKA, Pittsburgh, Pa.
KAYE, MILTON B.
WNEW, New York, N. Y.
KEESE, JACKIE
ABC—Earl Godwin Show
KEESE, MRS. JACQUELYN
WMAL, Washington, D. C.
KELLER, FRED
WBEN, Buffalo, N. Y.
KELLETT, CLAUD JR.
WELO, Tupelo, Miss.
KELLEY, PAT
KFI, Los Angeles, Calif.
KING, FULTON
WTON, Staunton, Va.
KIPPEN, JAMES
KHQ-KGA, Spokane, Wash.
KIRCHNER, THELMA
KGFJ, Los Angeles, Calif.
KLEBAN, MONTE
WOAI, San Antonio, Texas
KLEIN, HENRY
ABC—The Listening Post
KLOSE, VIRGINIA
CBS—Mommie and the Men
KLOSE, WILLARD
CBS—Mommie and the Men
KONDOLF, GEORGE
ABC—Theatre Guild on the Air
KOSTE, WALTER
WWJ, Detroit, Mich.
KOTHE, DICK
KSTP, St. Paul, Minn.
KRAMP, L. G.
WCBS, Springfield, Ill.
KREIGEL, GILBERT
WQXR, New York, N. Y.
KUHLER, FRITZ
KRLD, Dallas, Texas
KUNEY, JACK
KMPC, Los Angeles, Calif.

— L —

LAMBERTZ, KARL
WFAA, Dallas, Texas
LANCTON, WALLACE
WJR, Detroit, Mich.
LAND, NORMAN
WPEN, Philadelphia, Pa.
LANE, GENE
WHAM, Rochester, N. Y.
LARKIN, KEITH
KWRC, Pendleton, Ore.
LATEAU, HERBERT
WMAQ, Chicago, Ill.
LAWLOR, BOYD W.
WIP, Philadelphia, Pa.
LAWRENCE, BILL
CBS—Screen Guild Players
LAWRENCE, WILLIAM
WMAQ, Chicago, Ill.
LAWTON, JUDITH
KTBS, Shreveport, La.
LEBAN, JOHN
WCAE, Pittsburgh, Pa.
LEE, BURR
CBS—Bachelor's Children
LEFFERS, ROBERT
WMT, Cedar Rapids-Waterloo, Iowa
LEFTWICH, ALEX
ABC—John B. Kennedy
LEIGHTON, DERIC
ABC—One Woman's Opinion
LEVINE, LEON
CBS—Invitation to Learning, American School of the Air, Of Men and Books, The Story of America, Tales from Far and Near, This Living World.
LEVINSON, LEONA
KCMO, Kansas City, Mo.
LEWIS, J. C.
KHJ, Hollywood, Calif.
LIVINGSTONE, CHARLES D.
WXYZ, Detroit, Mich.
ABC—The Lone Ranger
LOCHNER, DON
WEW, St. Louis, Mo.
LOEB, MARX
CBS—Celebrity Club, Danny O'Neill Show
LOGAN, JAMES
WMAL, Washington, D. C.
LONG, CHESTER S.
WBNS, Columbus, Ohio
LONG, DEANE S.
WWL, New Orleans, La.
LOUGHRANE, BASIL
CBS—Light of the World
LOUGHRIN, RICHARDSON
WMAQ, Chicago, Ill.
LOUIS, PAUL
MBS—Songs By Morton Downey
LOVE, ANDREW
NBC—Amos 'N Andy, Bob Burns Show
LOWDER, COLLIN
KLO, Ogden, Utah
LUCAS, PAUL
WTIC, Hartford, Conn.
LUNDQUIST, HENRY
WCOP, Boston, Mass.

— M —

MacGREGOR, JOCK
WOR, New York, N. Y.
MacGREGOR, KENNETH
CBS—The Bob Hawk Show
MACK, HELEN
CBS—The Beuah Show
MACK, NILA
CBS—Let's Pretend
MACK, WAYNE
WGAR, Cleveland, Ohio
MacKNIGHT, J. T.
WDGY, Minneapolis, Minn.
MacMILLAN, LOWELL
WHEC, Rochester, N. Y.
MacMURRAY, TED
ABC—Kellogg Home Edition, Coronet Story Teller
MADIGAN, JOHN
ABC—Christian Science Monitor Views the News, Walter Winchell Show
MAHONEY, JAMES
WLAW, Lawrence, Mass.
MANDEVILLE, BETTY
CBS—Take It or Leave It
MANEFEE, ALLEN
KVAK, Atchison, Kan.
MANSFIELD, JOSEPH F.
NBC—The Eileen Barton Show
MARBLE, EVELYN
KIRO, Seattle, Wash.
MARCIN, MAX
CBS—Crime Doctor, F. B. I. in Peace and War
MARQUIS, ARNOLD
NBC—The Pacific Story
MARSH, SUE
CBS—Perry Mason
MARSHALL, W. LeROY
ABC—Metropolitan Opera
MARTIN, PAUL
NBC—Right to Happiness
MARTINI, ROLAND
CBS—Saturday Night Serenade
MASTERSON, JOHN
ABC—Breakfast in Hollywood
MAUS, VIRGINIA
KPQ, Wenatchee, Wash.
MAXWELL, ROBERT
ABC—Hop Harrigan
McAVITY, TOM
CBS—Hollywood Star Time
McCAIN, BILL
WAGA, Atlanta, Ga.
McCANN, DOROTHY
ABC—The Sheriff
CBS—Dr. Christian
McCARTHY, DICK
WKNY, Kingston, N. Y.
McDERMOTT, TOMMY
ABC—Glamour Manor

McDONNELL, TOM
MBS—Rensie's Radio Auction Show
McGILL, JERRY
CBS—Big Town
McGRATH, EDWIN J.
WSPA, Spartanburg, S. C.
McGREEVEY, JOHN
KTAR, Phoenix, Ariz.
McGUIRE, ARNOLD
ABC—The Charlotte Greenwood Show, Hedda Hopper Show
McHARRIE, LINDSAY
CBS—We, The People
McILVAIN, HARRY
WCAU, Philadelphia, Pa.
McINNES, ROBERT
ABC—Lum 'N Abner
McINTOSH, EZRA
CBS—The Bob Crosby Show
MacQUARRIE, HAVEN
McQUIGG, O. J.
WEW, St. Louis, Mo.
MEAD, WARREN
WTMJ, Milwaukee, Wis.
MELIA, WILLIAM F.
WWNC, Ashville, N. C.
MELLICKER, BEATRICE
WMCA, New York, N. Y.
MERRIMAN, RANDY
KSTP, St. Paul, Minn.
MILLER, GLENN CLARK
WCOP, Cincinnati, Ohio
MITCHELL, LES
CBS—Stars Over Hollywood
MONROE, ROBERT
WMCA, New York, N. Y.
MORELAND, EARL
WMC, Memphis, Tenn.
MOREY, AL
CBS—Blue Jacket Choir
WBBM, Chicago, Ill.
MORRIS, GIL
WDAS, Philadelphia, Pa.
MORSE, CARLTON E.
NBC—One Man's Family, His Honor the Barber, I Love a Mystery, The Bennetts 1946, Adventures by Morse.
MOSES, J. B.
WHKC, Columbus, Ohio
MULLINS, BERNARD
WTIC, Hartford, Conn.
MURRAY, CHARLES D.
WSNJ, Bridgeton, N. J.
MUSCHANY, ELMER G.
KXOX, St. Louis, Mo.

— N —

NADEAU, JACK
WCCO, Minneapolis, Minn.
NEAL, BOB
WKRC, Cincinnati, Ohio
NEEL, WILLIAM
ABC—Drew Pearson
NELSON, CARL
WTOL, Toledo, Ohio
NELSON, JOHN
ABC—Bride & Groom
NETHERY, CHARLES
KXYZ, Houston, Texas
NETTLETON, JEAN
KGKL, San Angelo, Texas
NORTON, DONNA
KDYL, Salt Lake City, Utah
NOVELLI, SYL
WHAM, Rochester, N. Y.
NOVIK, MORRIS
ABC—F. H. LaGuardia Show

— O —

OBLER, ARCH
MBS—Arch Obler Plays
OCHS, ACE
CBS—Patti Clayton Show, The Four Clubman, The Jubilaires.
O'CONNOR, ED
WNAC, Boston, Mass.
ODDIE, RICHARD M.
KSFO, San Francisco, Calif.
O'KEEFE, LESTER
CBS—The Helen Hayes Show
OLSON, HARVEY
WDRC, Hartford, Conn.
OLSON, RAY
WOW, Omaha, Neb.
OWEN, FOREST
ABC—Quiz Kids
OWENS, MAURICE
WROK, Rockford, Ill.

— P —

PAGE, ALLEN
KOMA, Oklahoma City, Okla.
PAGE, TOM
WIBX, Utica, N. Y.
PAIGE, JACK
WOL, Washington, D. C.
PAPP, FRANK
NBC—The Eternal Light
PASSMAN, ROY
WTOP, Washington, D. C.
PATCH, CAMPBELL E.
WJAC, Johnstown, Pa.
PATTEE, FLOYD
WTIC, Hartford, Conn.
PAULSGROVE, WILLIAM
WJEJ, Hagerstown, Md.
PAYNE, LARRY
WJR, Detroit, Mich.
PEAK, GENE
WPAD, Paducah, Ky.
PECHT, JERRY LANE
KGB, San Diego, Calif.
PENDLETON, C. F.
KJBS, San Francisco, Calif.
PETERS, ROBERT
WFAS, White Plains, N. Y.
PETERS, SIDNEY
WWDC, Washington, D. C.
PETERSEN, CLIFF
ABC—The Breakfast Club
PETERSON, DREXEL
KVFD, Fort Dodge, Iowa
PHILLIPS, HOWARD
WMCA, New York, N. Y.
PHILLIPS, PAUL
WCAU, Philadelphia, Pa.
POLA, EDWARD
ABC—The Alan Young Show
POLESIE, HERB
CBS—It Pays to Be Ignorant
POSKA, AL
KFI, Los Angeles, Calif.
POTTER, ANDREW
NBC—Life of Riley
POUCHER, WAYNE
WSLS, Roanoke, Va.

— Q —

QUINTON, CHARLES
KGFF, Shawnee, Okla.

— R —

RAFFERTY, DAN
WOC, Davenport, Iowa
RALSTON, HARLAN
WHBF, Rock Island, Ill.
RAMSAY, WALLY
MBS—Murder Is My Hobby
RANDOL, BILL
KHJ, Los Angeles, Calif.
RANDOLPH, JOHN
WGBR, Goldsboro, N. C.
RASH, BRYSON
WMAL, Washington, D. C.
RAY, WILLIAM V.
KFWB, Los Angeles, Calif.
RAYCROFT, RUSS
WGN, Chicago, Ill.
RAYNER, HELEN
KCRA, Sacramento, Calif.
REDDICK, WILLIAM J.
ABC—Ford Sunday Evening Hour
REEG, LEONARD
ABC—Remember Hour
REYNOLDS, PAUL E.
WDBJ, Roanoke, Va.
RIANHARD, G. CONRAD
WRNL, Richmond, Va.
RICH, MICHAEL
WTRY, Troy, N. Y.
RICHINS, KAY W.
KDYL, Salt Lake City, Utah
RIDGLEY, HARRY
WTAM, Cleveland, Ohio
RIND, ADOLPH
WMCA, New York, N. Y.
RIPLEY, JOE
ABC—Sunday Evening Party
ROBERTSON, LARRY
ABC—Constance Bennett, Murder Will Out
ROBERTS, CHARLES
KLZ, Denver, Colo.
ROBERTSON, ELLIOTT
WMAQ, Chicago, Ill.
ROBSON, BILL
CBS—Request Proformance
ROCHE, JACK
CBS—A Woman's Life
ROLAND, WILL
CBS
ROSKELLEY, E. L.
WEEI, Boston, Mass.
ROSSELL, ERNEST W.
WTRY, Troy, N. Y.
ROURKE, JACK
KHJ, Los Angeles, Calif.
ROUSE, GENE
WENR, Chicago, Ill.
ROUSH, OTTIS
WSIX, Nashville, Tenn.
RUBIN, JACK
MBS—Break the Bank
RUSHWORTH, J. E.
WEEI, Boston, Mass.
RUSSELL, MARK
WGN, Chicago, Ill.
RYDER, LES
WCED, Dubois, Pa.

— S —

SALT, LOYD
KHQ-KGA, Spokane, Wash.
SAMPLES, RUSSEL
WELO, Tupelo, Miss.
SANDEFUR, WILLIAM
WBBB, Burlington, N. C.
SANDER, CECIL W.
WHAS, Louisville, Ky.
SANTACATERINA, A.
WGES, Chicago, Ill.
SANVILLE, DICK
CBS—The Sparrow and the Hawk
SAULPAUGH, EDDIE
ABC—Radio Hall of Fame
SAUNDERS, JOHN
WGAR, Cleveland, Ohio
SCHENCK, CHARLES
CBS—Road of Life
SCHEUER, JR., JOHN D.
WFIL, Philadelphia, Pa.
SCHULLINGER, CARL
CBS—Readers Digest, Radio Edition
SEA, BILL
KROW, Oakland, Calif.
SEAL, BOB
CBS—Gene Autry Show

SELAH, WILLIAM
WHBF, Rock Island, Ill.
SELLINGER, HENRY
ABC—Club Time
SERVATIUS, RAY
WSYR, Syracuse, N. Y.
SEYDEL, VICTOR
ABC—Fishing and Hunting Club of the Air, Counterspy, Mary Small-Junior Miss.
MBS—Steel Horizons
SEYFORTH, DAN
KWK, St. Louis, Mo.
SHAYON, ROBERT
CBS—Behind the Scenes at CBS
SIMS, RALPH
WJBO, Baton Rouge, La.
SHARP, IRVING
WDBJ, Roanoke, Va.
SHAW, CHARLES
WOLF, Syracuse, N. Y.
SHAW, CHARLES GORDON
WMAL, Washington, D. C.
SHELTON, JAMES
WROK, Rockford, Ill.
SHUMATE, LEWIS
CBS—Barnyard Follies
KMOX, St. Louis, Mo.
SIKORA, WALTER S.
WGES, Chicago, Ill.
SNELL, GEORGE
KPO, San Francisco, Calif.
SONIS, BERTON
WCHS, Charleston, W. Va.
SOUDER, WILLIAM V.
WCCO, Minneapolis, Minn.
SOUVAINE, HENRY
CBS—Star Theatre
SPIER, WILLIAM
CBS—Suspense
SPENCER, ROBERT
WTAM, Cleveland, Ohio
STAAS, AL
CBS—Renfro Valley Folks
STAHORN, LEE
CBS—Your Hit Parade
STECK, JAMES R.
WJAS, Pittsburgh, Pa.
STEFFY, GEORGE W.
WNAC, Boston, Mass.
STEVENS, BILL
KLX, Oakland, Calif.
STEVENS, ED
KFAR, Fairbanks, Alaska
STEWART, CALDWELL
WSFA, Montgomery, Ala.
STEWART, RUSS
KFI, Los Angeles, Calif.
STREETER, RAY
KTFI, Twin Falls, Idaho
STROKER, EASTER
WIND, Chicago, Ill.
STUART, MIKE
ABC — Charlotte Greenwood Show, Jimmie Fidler Show, Sam Hayes Show,, What's New, Guy Lombardo Show, Kellogg Home Edition, Coronet Storyteller.
STUBBS, T. FRANK
KFNF, Shenandoah, La.
STYLES, HAL
KFBW, Los Angeles, Calif.
Vets Talk It Over, So You'd Like to Be in Radio.
SUSSMAN, HENRY
WFBL, Syracuse, N. Y.
SWAFFORD, THOMAS
KGW, Portland, Ore.
SWITZER, MACK
KLZ, Denver, Colo.

— T —

TANNEN, ERNEST
WSAP, Portsmouth, Va.
TAYLOR, CHUCK
WCOL, Columbus, Ohio
TAYLOR, JOHN
CBS—Perry Mason
TESKA, NORMAN
WTAQ, Green Bay, Wis.
THOMAS, ED
WBAX, Wilkes-Barre, Pa.
THOMAS, GIL
KFI, Los Angeles, Calif.
THOMPSON, BILL
WNAC, Boston, Mass.
THOMPSON, DON
KPO, San Francisco, Calif.
THOMPSON, STAN
WCCO, Minuneapolis, Minn.
TINGLEY, IRVING
KWNO, Winona, Minn.
TIPPETTS, TWAIN
KSUB, Cedar City, Utah
TITUS, DAVE
CBS—The Joan Davis Show
TOBIN, RICHARD
ABC—Headline Edition
TODD, HELEN
WTAL, Tallahassee, Fla.
TODESCA, EDITH
KNX, Los Angeles, Calif.
TRESSEL, JAMES
KOA, Denver, Colo.

— U —

UDELL, BILL
WLOL, Minneapolis, Minn.
ULRICK, EDGAR C.
WLOK, Lima, Ohio
URRY, FRANCIS F.
KSL, Salt Lake City, Utah

— V —

VAN ALSTYNE, ANSON
WKBX, Muskegon, Mich.
VANDA, CHARLES
CBS—Theatre of Romance
VANDAGRIFT, CARL
WOWO, Fort Wayne, Ind.
VAN DUZER, ROGER
WMBR, Jacksonville, Fla.
Van KLEECK, BOB
WOLF, Syracuse, N. Y.
VENTER, MEL
KFRC, San Francisco, Calif.
VESTRO, AL
WATR, Waterbury, Conn.
VICTOR, DON
KQW, San Jose, Calif.
VIGDER, FREDDIE
KOOS, Coos Bay, Ore.
VINCENT, CHICK
ABC—Adventures of Charlie Chan
VINCENT, LEE
WSAR, Fall River, Mass.

— W —

WADE, FRED
WTIC, Hartford, Conn.
WALKER, ELBERT
KHJ, Los Angeles, Calif.
WALLACE, JACK
KRBC, Abilene, Texas
WALLACE, TOM
ABC—Blind Date
WALLER, ED
WATR, Waterbury, Conn.
WARBURTON, CHARLES
ABC—Kiernan's News Corner, My True Story
WARD, ALLAN
MBS—Henry J. Taylor
WARREN, HARRY
KDYL, Salt Lake City, Utah
WASS, BOB
WADC, Akron, Ohio
WATSON, BOB
KGNC, Amarillo, Texas
WAYNE, DON
WHIO, Dayton, Ohio
WAYNE, IVAN
WFAA, Dallas, Texas
WEBBE, TED
WPAT, Paterson, N. J.
WEINROT, LES
CBS—Those Websters
WEIST, GEORGE
ABC—Ladies Be Seated
WELLINGTON, JOHN
CBS—The Music of Andre Kostelanetz
MBS—Double or Nothing
WELLS, TRAVIS
ABC — Hollywood Mystery Time, Louella Parsons Show
WEST, NORRIS
WCAU, Philadelphia, Pa.
WESTCOTT, TED
KMOX, St. Louis, Mo.
WHALEY, BERT
WMAQ, Chicago, Ill.
WHEDBEE, CHARLES H.
WGTC, Greenville, N. C.
WHEELER, GEORGE Y.
WRC, Washington, D. C.
WHITE, HOOPER
CBS—Morning Melodies
WHITE, JOHN
KWFT, Wichita Falls, Texas
WHITE, NORMAN L.
WJR, Detroit, Mich.
WHITE, PAT
WHITE, ROGER
KTSA, San Antonio, Texas
WHITLOCK, BILL
WLAV, Grand Rapids, Mich.
WILLIAMS, WALLY
WBIG, Greensboro, N. C.
WILLSON, JIMMIE
WAPI, Birmingham, Ala.
WILSHIN, CHARLES
WMCA, New York, N. Y.
WILSON, FRED
WTAM, Cleveland, Ohio
WILSON, GEORGE H.
WSTV, Steubenville, Ohio
WOODFORD, A. M.
WBAP, Fort Worth, Texas
WOOLLEN, DICK
ABC—Jimmie Fidler Show
WORCESTER, CHUCK
CBS—Columbia's Country Journal
WORTENDYKE, ROBERT
WTRY, Troy, N. Y.
WRIGHT, BURTON
WWJ, Detroit, Mich.
WRIGHT, WYNN
WEAF, New York, N. Y.
WYLIE, WILDER
KIDO, Boise, Idaha

— Y —

YANITOR, MICHAEL
WRRN, Warren, Ohio
YARNEL, DICK
KMMJ, Grand Island, Neb.
YATES, THEADORA
CBS—Rosemary
YEEND, KENNETH
KIRO, Seattle, Wash.
YOUNG, DAVE
CBS—The Dick Haymes Show
YOUNG, ED
KDKA, Pittsburgh, Pa.
YOUNG, RUSSELL
MBS—Captain Midnight

— Z —

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.
ZIPF, WILLIAM
WOSU, Columbus, Ohio

Writers for Radio

Advertising Agency—Network Station—Free Lance

— A —

ACE, GOODMAN
CBS—Danny Kaye Show
ADAMS, DOROTHY
WKIP, Poughkeepsie, N. Y.
ADAMS, WILLIAM J.
WHEC, Rochester, N. Y.
ADAMS, TED
CBS—We the People
ADKINS, MARYALICE
KGA, Spokane, Wash.
KHQ
ALBINSON, MARION
WPDQ, Jacksonville, Fla.
ALBRIGHT, JACK
MBS—Treasure Hour of Song
ALEXANDER, A. L.
MBS—A. L. Alexander's Mediation Board
ALEXANDER, ALTON
NBC—Hour of Charm
ALEXANDER, HI
ABC—The Charlotte Greenwood Show
ALEXANDER, MARTHA
CBS—Romance of Helen Trent
ALEY, AL
ABC—Hop Harrigan
ALGYIR, H. L.
CBS—Romance of Evelyn Winters
ALLEN, ESTHER
NBC—Truth or Consequences
ALLEN, FRED
NBC—Fred Allen Show
ANDERSON, GEORGE
CBS—Gene Autry Show
ANDERSON, NORMA
KOTA, Rapid City, S. D.
ANSEL ,BILLIE B.
WDOD, Chattanooga, Tenn.
ARDEN, JAMES
WLOK, Lima, Ohio
ARMFIELD, HILL
KCRA, Sacramento, Calif.
ARMSTRONG, ROBERTA
WISH, Indianapolis, Ind.
ASHTON, RUTH
CBS—Feature Story
ATANASIN, FLORENCE
WQXR, New York, N. Y.
AYER, JANE
WTAG, Worcester, Mass.

— B —

BAILEY, J.
MBS—Queen for a Day
BALZER, GEORGE
NBC—Jack Benny-Lucky Strike Program
BARKER, AL
ABC—Terry and the Pirates
BARNES, MRS. AMANDA
WBT, Charlotte, N. C.
BARNES, JOHN
CBS—Michael Scott Presents
BARNETT, SANFORD
CBS—Lux Radio Theater
BARRETT, MARGARET
WPDQ, Jacksonville, Fla.
BARTHOLOMEW, SHIRLEY K.
KRKO, Everett, Wash.

BILL MOGLE

Writer of

"A Call From Les Paul"

•

"Sing, America, Sing"

for

WORLD BROADCASTING SYSTEM, INC.

BATES, BARBARA
WOW, Omaha, Neb.
BATTEY, MARIE
KWKH, Shreveport, La.
BEASLEY, IRENE
MBS—Raising a Husband
CBS—Neighbors
BECKER, DON
CBS—Life Can Be Beautiful
BECKER, SANDY
CBS—Organ Fantasies
BECKMARK, PEGGY
CBS—Tena and Tim
BECKWITH, ALBERTA R.
WSAV, Savannah, Ga.
BELL, ORTH
KFH, Wichita, Kans.
BERG, BERNARD
WMAQ, Chicago, Ill.
BERTHOLDT, MARY
KGVO, Missoula, Mont.
BERTON, MAX
WNEW, New York, N. Y.
BESTER, AL
ABC—Adventures of Charlie Chan
BILLMEYER, D.
KEX, Portland, Ore.
BINGHAM, ELEANOR
WFTC, Kinston, N. C.
BINNS, BARBARA
WSAZ, Huntington, W. Va.
BIXBY, CARL
CBS—Life Can Be Beautiful, Prudential Family Hour, Reader's Digest
BLAKE, HOWARD
CBS—Meet the Mrs.
CBS—Mayor of the Town
BLAKE, PEGGY
NBC—Barry Cameron Show
BLOODWORTH, J.
CBS—Dick Haymes Show
BLUMBERG, BERNARD
KLX, San Francisco, Calif.
BOLTON, GEORGE
KTBI, Tacoma, Wash.
BOOTH, WILLEN W.
KDKA, Pittsburgh, Pa.
BOOTHE, BARBARA
CBS—The Jubalaires
BOUDREAUX, LOUISETTE
KVOL, Lafayette, La.
BOULETTA
ABC—The Lone Ranger
BOWMAN, PATRICIA
KVCV, Redding, Calif.
BOWSHER, MARGARET
KGA, KHQ, Spokane, Wash.
BOYD, MRS. BERLIN
KGVO, Missoula, Mont.
BOYE, BETTY
ABC—Lum 'N Abner
BRADLEY, CAROLYN
WEW, St. Louis, Mo.
BRADSHAW, THELMA
KTBC, Austin, Texas
BRADY, KATHRYN
WLS, Chicago, Ill.
BRANTLEY, GEORGE
WTAR, Norfolk, Va.
BRATSBERG, H.
KEX, Portland, Ore.
BRENNAN, HELEN MARIE
KXA, Seattle, Wash.
BRESLIN, HOWARD
BRIDGES, W. JAMES
WIBC, Indianapolis, Ind.
BRITTON, CLIFTON
WGBR, Goldsboro, N. C.
BROOKS, DAVID
WJPF, Herrin, Ill.
BROWN, LYMAN
WBAP, Fort Worth, Texas
BROWN, MAE
WMAS, Springfield, Mass.
BROWN, SI
MBS—Adventures of Bulldog Drummond
BROWNE, G. PAUL
WAIM, Anderson, S. C.
BRUCE, JANE
WEW, St. Louis, Mo.
BUDDY, PAUL
KID, Idaho Falls, Idaho
BUFFUM, RAY
MBS—Rogue's Gallery
BULLOCK, MARTHA
WHIT, New Bern, N. C.
BURCH, BILL
NBC, Truth or Consequences
BURDA, ORVILLE
KVCV, Redding, Calif.
BURNETT, M.
MBS—True Detective Mysteries
BURNS, JOSEPH
WNHC, New Haven, Conn.
BURROWS, ABE
CBS—Holiday & Co.
BUSEK, EILEEN
KWSC, Pullman, Wash.
BUSHNELL, LUCILE
KSLM, Salem, Ore.
BYRON, ED
NBC—Mr. District Attorney

Arch Oboler

CARL
BIXBY

Sturges Highway
Southport, Conn.

— C —

CALMER, NED
CBS—World News, Ned Calmer and the News
CANADAY, MIROM
WMBI, Chicago, Ill.
CANTOR, RHODA
WLIB, Brooklyn, N. Y.
CAPERTON, MARGARET
KOA, Denver, Colo.
CAREY, MAUREEN
WOLS, Florence, S. C.
CARHART, JAMES
ABC—Sunday Evening Party
CARLING, FOSTER
NBC—John Charles Thomas, Westinghouse Program
CARLO, MICHAEL
WIBX, Utica, N. Y.
CARMAN, ROBERT
WMAQ, Chicago, Ill.
CARLESCO, GEORGE
WINS, New York, N. Y.
CARPENTER, BILL
WSNY, Schenectady, N. Y.
CARRAWAY, HOWARD
ABC—Tennessee Jed
CARRE, FLORENCE
WMAQ, Chicago, Ill.
CARRINGTON, ELAINE S.
CBS—Rosemary
NBC—When a Girl Marries
CARROLL, GRACE
WGBR, Goldsboro, N. C.
CARROLL, JEAN
NBC—Laura Lawton
CBS—Our Gal Sunday
CARVELL, S. A.
WAGM, Presque, Isle, Me.
CASKY, MARGARET
KFJZ, Fort Worth, Texas
CATON, EVELINA
WFAA, Dallas, Texas
CHASE, ILKA
MBS—Ilka Chase Show
CHESTER, EDMUND
CBS—Viva America
CHEVIGNEY, HECTOR
MBS—Morton Downey Show
CHIAPPA, RUTH
WPAY, Portsmouth, Ohio
CHOPIN, DAVID
KWK, St. Louis, Mo.
CHRISTIAN, CAYE
WIP, Philadelphia, Pa.
CLARK, J. B.
WBT, Charlotte, N. C.
CLEMENTS, ALICE
ABC—Friendship Ranch
COCHRAN, HARRY
WSTV, Steubenville, Ohio
COFFIN, TED
WAGM, Presque Isle, Me.
COFFMAN, JOCILE
KSO, Des Moines, Iowa
COHAN, GLORIA
KLZ, Denver, Colo.
COHEN, OCTAVUS ROY
NBC—Amos 'N Andy
COLE, ALONZO DEEN
CBS—Crime Photographer
COLE, HILDA
NBC—The Fred Waring Show
COLEMAN, BETH
WKBV, Richmond, Ind.
COLVIG, VANCE
ABC—Breakfast in Hollywood
CONNOY, GLESS
KMO, Tacoma, Wash.
COOPER, ROBERT E.
WHBQ, Memphis, Tenn.
COREY, VICTORIA
KDKA, Pittsburgh, Pa.
CORNELL, SYD
WKRC, Cincinnati, Ohio
COTTEN, DOROTHY
WBAL, Baltimore, Md.
COTTINGHAM, YVONNE
WOW, Omaha, Neb.
COUGHLIN, FRANCIS
WGN, Chicago, Ill.
COULTER, MARGARET
WMBI, Chicago, Ill.
COWAN, IRENE
WJAS, Pittsburgh, Pa.
CRAGIN, BOB
WSNY, Schenectady, N. Y.
CRANSTON, PAT
WBAP, Fort Worth, Texas
CRONMAN, HARRY
CBS—Screen Guild
CROSS, SKEETS
WOWO, Fort Wayne, Ind.
CRUMP, IRVING J.
ABC—Jack Armstrong
CUNNINGHAM, HAROLD
KALL, Salt Lake City, Utah
CUNNINGHAM, MACK
KOVO, Provo, Utah
CUSWORTH, LOIS
WMFR, High Point, N. C.

— D —

DALTON, JANE
WSPA, Spartanburg, S. C.
DANCH, BILL
CBS—The Baby Snooks Show
DANIELS, ELIZABETH
KDAL, Duluth, Minn.

JERRY McGILL

WRITER — PRODUCER

"BIG TOWN"

•

Arthur Henley

•

WRITER - PRODUCER

•

DAVIS, GARY
WMFR, High Point, N. C.
DAVIS, MAC
NBC—Bill Sterns Sports Show
DAVIS, MARY W.
WTOC, Savannah, Ga.
DAVIS, PHIL
NBC—Truth or Consequences
DAVIS, RICHARD E.
NBC—Solitair Time
DAVIS, STANLEY
NBC—Kraft Music Hall
DAWES, EDMOND
WFIL, Philadelphia, Pa.
DAYMUDE, BETT JANE
KROW, San Francisco, Calif.
DEAN, BETTY
KCKN, Kansas City, Mo.
DeANGELO, CARLO
DECKER, DELLA WEST
NBC—Woman of America
DEE, SALLY
WOW, Omaha, Neb.
DEEGAN, MIKE
WDAS, Philadelphia, Pa.
DELANEY, MAE
WSBA, York, Pa.
DEMLING, B.
CBS—Jack Kirkwood Show
DENMARK, HARRY VAN
KTHT, Houston, Texas
De POY, DOROTHY
WTRY, Troy, N. Y.
DETRICK, JEAN
WGIL, Galesburg, Ill.
DEVINE, JERRY
ABC—This Is Your F. B. I.
DICK, DONNA
KOOS, Coos Bay, Ore.
DONALD, PETER
CBS—County Fair
DONOVAN, H.
MBS—Smilin' Ed McConnell
DOUGLAS, JACK
CBS—The Adventures of Ozzie and Harriet
DOWNES, OLIN
CBS—CBS Presents Olin Downes
DRAKE, BOB
WROL, Knoxville, Tenn.
DRAPER, BARBARA
WNOX, Knoxville, Tenn.
DRILL, HELEN
KWJJ, Portland, Ore.
DRISCOLL, DAVID
CBS—Young Dr. Malone
DUKE, AL
WKEY, Covington, Va.
DUNHAM, EDWIN L.
NBC—The Voice of Firestone
DUNKEL, JOHN
NBC—Harvest of Stars
DUNN, ANN
WHP, Harrisburg, Pa.
DUNSON, JEAN
WHK, Cleveland, Ohio
DYER, JR., TOM
KRNT, Des Moines, Iowa

— E —

EAKES, MARY
WGTC, Greenville, N. C.
EATON, ROBERT
WIBX, Utica, N. Y.
EDDY, LUCILE M.
KGA-KHQ, Spokane, Wash.
EDWARD, GENE
WOW, Omaha, Neb.
EDWARDS, RALPH
NBC—Truth or Consequences
EINSTEIN, HARRY
NBC—Meet Me at Parky's
EISNER, ANITA
WNHC, New Haven, Conn.
ELAM, E.
NBC—Doctor I. Q.
ELIAS, HELEN L.
WTAG, Worcester, Mass.
ELIOT, MAJOR GEORGE FIELDING
CBS—CBS World News
ELLIOTT, LUCY
WWDC, Washington, D. C.
ENGDAHL, MARGARET
KOIL, Omaha, Neb.
ERNST, HUGH
KTBC, Austin, Texas
ESSER, WRIGHT
ABC—Glamour Manor
ETTINGER, ED
CBS—Hobby Lobby
EURE, VIRGINIA
WDBJ, Roanoke, Va.
EVANS, RICHARD L.
CBS—Salt Lake City Tabernacle
EVERITT, TOM
CBS—American Theatre
EWARD, FRANCES
WKBV, Richmond, Ind.

— F —

FADIMAN, EDWIN
NBC—The First Piano Quartet

WALT FRAMER
Writer-Producer-M.C.
PRODUCED
"LADIES BE SEATED"
ABC
WROTE
"THE BLACK HOOD"
MUTUAL
ORIGINATED
"THE BLESSED EVENTER"
"HAVE YOU GOT IT?"
"CLUB HOLLYWOOD"
"NAME-O"
"KIDDIE KWIZ"
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"BREAK THE BANK"
MUTUAL
"TRY 'N' FIND ME"
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BILL MANHOFF
AND
LARRY MARKS
Head Writers
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FAIRCHILD, E. A.
WSAM, Saginaw, Mich.
FALKNER, GEORGE
CBS—The Music of Andre Kostelanetz
FALLON, PAT
WHAM, Rochester, N. Y.
FANNING, MARILYN
WIBX, Utica, N. Y.
FARLEY, JOHN
WMCA, New York, N. Y.
FAWCETT, GILBERT
KDAL, Duluth, Minn.
FEE, EDNA
WSAI, Cincinnati, Ohio
FENTON, MILDRED
ABC—Detect and Collect
FERRO, M.
NBC—Lorenzo Jones
FERRO, T.
NBC—Lorenzo Jones
FERRY, NANCY
WMAN, Mansfield, Ohio
FIDLER, JIMMY
ABC—Jimmy Fidler Show
FIMBERG, HAL
NBC—Meet Me at Parky's
FINE, SYLVIA
CBC—Danny Kaye Show
FISCHER, BOB
NBC—Amos 'N Andy
FISHER, HELEN
KELO-KSOO, Sioux Falls, S. Dak.
FISHER, MARVIN
CBS—The Jack Carson Show
FISHER, MARY JANE
WTCN, Minneapolis, Minn.
FISHER, WILLIAM
WGN, Chicago, Ill.
FISHER, W. J.
KVOA, Tucson, Ariz.
FLANDERS, HARRY
WFEA, Manchester, N. H.
FLEMMING, IRENE L.
WSAP, Portsmouth, Va.
FLODIN, BETSY
WMT, Cedar Rapids, Iowa
FLYNN, BESS
CBS—Bachelors Children
FLYNN, ED
WSNY, Schenectady, N. Y.
FLYNN, ROY
WAPI, Birmingham, Ala.
FOLAND, MRS. LEE
KWK, St. Louis, Mo.
FORD, MARGO
KSFO, San Francisco, Calif.
FORMAN, ED
NBC—Abbott & Costello Show
FORSBERG, MARIE
WLNH, Laconia, N. H.
FOSTER, JIM
KTBI, Tacoma, Wash.
FOX, FRED
NBC—Judy Canova Show
FOX, RUTH
CBS—Stradivari Orchestra
FOXX, RUTH
WFIL, Philadelphia, Pa.
FRAMER, WALTER
MBS—Break the Bank
CBS—Try 'N Find Me
FRANCIS, ARLENE
ABC—Blind Date
FRANK, NATHAN
WHNC, Henderson, N. C.
FRANKLIN, DEL
WSRR, Stamford, Conn.
FRANSEN, RUTH
KFI, Los Angeles, Calif.
FREDERICK, CAL
KFWB, Los Angeles, Calif.
FREED, CHARLES
CBS—Gateways to Music
FREELS, MARJORIE
WDSU, New Orleans, La.
FREEMAN, B. P.
MBS—Superman
FREEMAN, DEV
CBS—The Baby Snooks Show
FRIDEN, THELMA
KPAB, Laredo, Texas
FRIEDKE, CHUCK
KUTA, Salt Lake City, Utah
FROMMER, LARRY
WOL, Washington, D. C.
FUNT, JULIAN
CBS—Big Sister
FUTRAN, H.
NBC—Woman in White

— G —

GAINES, RUBEN
KHJ, Los Angeles, Calif.
GAME, MILDRED
CBS—Gateways to Music
GANNON, JOE
WSAI, Cincinnati, Ohio
GARDNER, ERLE STANLEY
CBS—Perry Mason
GARLINGTON, SALLY
WSAV, Savannah, Ga.
GARNER, J. E.
KFPW, Fort Smith, Ark.
GARRETT, DAVE
KOMA, Oklahoma City, Okla.
GATLING, CLOVER
WAGA, Atlanta, Ga.
GAYNOR, MARY ELIZABETH
WTRY, Troy, N. .
GEHRON, CLARA
WMBI, Chicago, Ill.
GEIGER, MILTON
CBS—Hollywood Star Time
GELB, PHIL
KSTP, St. Paul, Minn.
GEORGE, PHLLIS
WKST, New Castle, Pa.
GERSHON, ALICE
CBS—Behind the Scenes at CBS
GIBBONS, NANCY
WMT, Cedar Rapids, Iowa
GILLIS, DON
NBC—Carmen Cavallero Show
GILMORE, GRAEME
WAVE, Louisville, Ky.
GLAD, ART
NBC—Masquerade
GLECKMAN, W.
CBS—Celebrity Club
GOLDEN, DAVID
WPAT, Paterson, N. J.
GOLDEN, MYRON
ABC—Curtain Time
GOLDSMITH, HILDA
WKPA, New Kensington, Pa.
GOODMAN, JACK
KALL, Salt Lake City, Utah
GOODWIN, SID
ABC—Glamour Manor
GOODWING, N.
NBC—Tin Pan Alley of the Air
GOOLSBY, PAT
WYUM, Yuma, Ariz.
GORMAINE, EARL
WWJ, Detroit, Mich.
GOTTLIEB, JOSEPH
WMCA, New York, N. Y.
GRABLE, VIRGINIA
KWTO, Springfield, Mo.
GRAHAM, JACK
KFPY, Spokane, Wash.
GRANT, MARIE
KTRI, Sioux City, Iowa
GRANT, TAYLOR
ABC—Headline Edition
GREEN, BOB
ABC—The Lone Ranger
GREEN, DENNIS
MBS—Adventures of Sherlock Holmes
GREEN, IVA LEE
WWNC, Ashville, N. C.
GREENE, JOHNNY
CBS—Blondie
GREGORY, M. C.
WAGA, Atlanta, Ga.
GRIFFIN, BETTY
WIBX, Utica, N. Y.
GRIFFIN, NANCY
KRKO, Everett, Wash.
GRIGSBY, NELL
KMLB, Monroe, La.
GROVE, BETTY
WTOP, Washington, D. C.
GUFFEY, JOHN W.
KSWO, Lawton, Okla.

— H —

HADDON, DAISY
WELO, Tupelo, Miss.
HAGGERT, JANET
KOIL, Omaha, Neb.
HALL, DAVID
NBC—General Motors Symphony of the Air, The Robert Merrill Show
HAMILTON, PAM
KLZ, Denver, Colo.
HAMMERICKSEN, HELEN
WMBH, Joplin, Mo.
HAMMERSLEY, EVADNA
KOA, Denver, Colo.
HARDING, BARBARA
WMVA, Martinsville, Va.
HARLER, BETTY
WGIL, Galesburg, Ill.
HARMON, DAVE
NBC—Chesterfield Supper Club
HARNETT, JOEL W.
KTSM, El Paso, Texas
HART, EVELYN
NBC—Just Plain Bill
HARVEY, JACK
CBS—The Joan Davis Show
HARVEY, KING
KBST, Big Spring, Texas
HARVEY, RAY
CBS—County Fair
ABC—County Fair
HAWK, BOB
CBS—The Bob Hawk Show
HAWKINS, RACHEL
WGTC, Greenville, N. C.
HAYS, LARRY
KHJ, Los Angeles, Calif.
HAZAM, LOU
NBC—Home Is What You Make It
HEADY, ELEANOR
KRBM, Bozeman, Mont.
HEATTER, GABRIEL
MBS—Gabriel Heatter
HELM, FRANCES
WBAP, Fort Worth, Texas
HELWICK, E.
CBS—Bob Crosby Show
HENLEY, ARTHUR
NBC—Honeymoon in New York, This Month, Tangee Varieties, Lambs Gambol.
HENNIG, HAROLD
WKIP, Poughkeepsie, N. Y.
HENNING, PAUL
NBC—Burns & Allen Show
HENRITZE, BETTY
WROL, Knoxville, Tenn.
HENRY, BILL
CBS—Bill Henry Show
HENRY, HELEN
WSAM, Saginaw, Mich.

HERRICK, JERRY
WIBA, Madison, Wis.
HERST, GLADYS
KLX, San Francisco, Calif.
HEWITT, ADA
WFPC, Atlantic City, N. J.
HEYWARD, LOUIS M.
Startime, Sports Star Special, American School of the Air, Follow the Band, Who's Cuckoo Now
HICKS, EDWIN P.
KFPW, Fort Smith, Ark.
HILL, JR., AL
KMPC, I Am An American
HINDMAN, BETTY
KWTO, Springfield, Mo.
HINELY, MARY
WTOC, Savannah, Ga.
HOILAND, CAROL
KGVO, Missoula, Mont.
HOLLAND, GERALD
NBC—The Teentimers Club
HOLLOWAY, C.
KEX, Portland, Ore.
HOLLOWAY, JEAN
CBS—Theatre of Romance
HOLMES, JEANNE
WSOY, Decatur, Ill.
HOLT, CORRINE
WCCO, Minneapolis, Minn.
HOLT, FELIX
CBS—Cimarron Tavern
HOOVER, DON
WJMS, Ironwood, Mich.
HOPPER, HEDDA
ABC—Hedda Hopper Show
HOUSEMAN, KENNETH
WFEA, Manchester, N. H.
HOUSTON, KEN
ABC—Coronet Front Page
HOUSTON, MARJORIE
KCKN, Kansas City, Mo.
HOUSTON, PHYLLIS
WSNJ, Bridgeton, N. J.
HOWARD, B. J.
WMBR, Jacksonville, Fla.
HOWE, JON A.
KICD, Spencer, Iowa
HOWELL, RUTH
CBS—It Pays to Be Ignorant
HUGHES, RUSS
NBC—Cavalcade of America
HULSE, HARRY
KFBI, Wichita, Kan.
HUMMERT, ANNE
NBC—Stella Dallas
HUMMERT, FRANK
NBC—Manhattan Merry Go Round, Waltz Time
HUNDREDMARK, E. K.
WHAM, Rochester, N. Y.
HUNT, BILLIE
WMBH, Joplin, Mo.
HUNTLEY, CHARLES H.
WGY, Schenectady, N. Y.
HUNTLEY, LESTER
CBS—Ma Perkins
HURD, BETTY
WCAU, Philadelphia, Pa.
HURSLEY, DORIS
MBS—Those Websters
HURSLEY, FRANK
MBS—Those Websters
HYAMS, BEN
CBS—New York Philharmonic, Philadelphia Orchestra, Invitation to Music, E. Power Biggs, Eileen Barton & Columbia Concert Orchestra
HYDE, JOHN T.
KOVO, Provo, Utah

— I —

ISAAC, ROSE
WJMS, Ironwood, Mich.

— J —

JACK, ARLENE
KDKA, Pittsburgh, Pa.
JACKSON, C. W.
WTAW, College Station, Texas
JACKSON, DALE
KDKA, Pittsburgh, Pa.
JACKSON, MAVIS
WTAG, Worcester, Mass.
JESKE, GEORGE
NBC—Truth or Consequences
JESSE, MARY JANE
WAVE, Louisville, Ky.
JOHNSON, DORIS
WCAP, Asbury Park, N. J.
JOHNSON, DUANE
KOY, Phoenix, Ariz.
JOHNSON, JANET
WBAL, Baltimore, Md.
JOHNSON, MARJORIE JANE
WWNC, Ashville, N. C.
JOHNSON, NATALIE
CBS—Ma Perkins
JONES, ARTHUR T.
KXOX, St. Louis, Mo.
JONES, JAY F.
NBC—Philip Morris Follies of 1946
JONES, RITA
KENO, Las Vegas, Nev.
JOSEFSBERG, MILTON
NBC—The Jack Benny Program, Fitch Bandwagon
JOST, NORMA
KTSW, Emporia, Kan.
JUNEMAN, JERRY
KNOE, Monroe, La.

— K —

KANE, ALTA JEAN
WICA, Astabula, Ohio
KANE, JOSEPH
MBS—Break the Bank
KATE, MARION
WFAA, Dallas, Texas
KAYE, NIKKI
WGN, Charm School Presenting Nikki Kaye, WCFL
KAZARIAN, ANN
WIBA, Madison, Wis.
KEEFE, HOWARD S.
WSPR, Springfield, Mass.
KEEN, HAROLD
KGB, San Diego, Calif.
KELLER, EVELYN L.
WPIC, Sharon, Pa.
KELLEY, PAT
KFI, Los Angeles, Calif.
KELLY, MARGARET
WOW, Omaha, Neb.
KEMP, JUANITA W.
WDOD, Chattanooga, Tenn.
KEMPTON, CHRISTINE
NBC—Consumer Time
KENNEDY, MARY
WPAT, Patterson, N. J.
KENT, MONA
NBC—Portia Faces Life
KENT, PRISCILLA
CBS—Those Websters
KESSLER, DAROL
WRAW, Reading, Pa.
KIDD, H. L., JR.
WTAW, College Station, Texas
KINGSLEY, RUTHANNE
WLAP, Lexington, Ky.
KINLER, BETTY
WJPF, Herrin, Ill.
KIRBY, BILL
WJMS, Ironwood, Mich.
KIRK, PETER
WMBI, Chicago, Ill.
KIRKWOOD, JACK
CBS—The Jack Kirkwood Show
KLOSE, VIRGINIA
CBS—Mommie and the Men
KLOSE, WILLARD
CBS—Mommie and the Men
KNICKREM, LOIS
KEVR, Seattle, Wash.
KNOPF, ELMER
WFDF, Flint, Mich.
KOENNECKE, BETTY
KWJJ, Portland, Me.
KRAMER, NORMAN R.
KSFO, San Francisco, Calif.
KRAMER, WALTER
MBS—Break the Bank
KRAUSHAAR, ANGELIQUE
KALB, Alexandria, La.
KRAUSS, ARTHUR
WISH, Indianapolis, Ind.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KRULEVITCH, ROME
WHA, Madison, Wis.

— L —

LaFRANDRE, JACK
WGN, Chicago, Ill.
LaGUARDIA, F. H.
ABC—LaGuardia Speaks
LAMBERT, JANIE MARIE
WHIS, Bluefield, W. Va.
LANGAN, TOM
CBS—Your Hit Parade
LANSWORTH, LEW X.
LARSON, RUTH
KXEL, Waterloo, Ia.
LARSON, SHIRLEY
KYSM, Mankato, Minn.
LATTO, LOIS
WHK, Cleveland, Ohio
LAURIE, BILL
KNET, Palestine, Texas
LAWLOR, BOYD W.
WIP, Philadelphia, Pa.
LEASON, DELL
KDYL, Salt Lake City, Utah
LeBLANC, LUCILLE
KVOL, Lafayette, La.
LEE, S.
CBS—Request Performance
LEMKE, IRMA
WGY, Schenectady, N. Y.
LESLIE, ALEEN
NBC—A Date With Judy
LESLIE, IRA
WBRC, Birmingham, Ala.
LESLIE, PHIL
CBS—The Beulah Show
LEWELLYN, JOHN
ABC—Quiz Kids
LEWERTH, MARGARET
NBC—Highways in Melody
CBS—Powder Box Theatre
LEWIS, MILTON
CBS—The Adventures of the Thin Man
LIGHT, MABEL C.
WDOD, Chattanooga, Tenn.
LINDH, FRANCES
KDKA, Pittsburgh, Pa.
LINDHOLM, PEGGY
KYSM, Mankato, Minn.
LINGO, ELIZABETH
WPIK, Alexandria, Va.
LINKLETTER, ART
NBC—People Are Funny
LIPSCOTT, ALAN
NBC—The Life of Riley
LITTLE, HERB
CBS—The Joan Davis Show
LOAR, ISABELLE
KXEL, Waterloo, Ia.

LONG, CHESTER
WBNS, Columbus, Ohio
LORD, PHILLIPS
ABC—Counterspy, Gangbusters
LOWTHER, GEORGE
MBS—Tom Mix
LYNCH, NED
KNAK, Salt Lake City, Utah
LYNCH, PEG
ABC—Private Lives of Ethel & Albert
LYONS, ROGER
CBS—Great Moments in Music

— M —

MABIE, R. THOMPSCON
KFEQ, St. Joseph, Mo.
MACK, NILA
CBS—Let's Pretend
MacMURTIE, MARY
KVOA, Tucson, Ariz.
MADDEN, DIXIE
KNOE, Monroe, La.
MALONE, TED
ABC—Ted Malone
MANHOFF, BILL
NBC—Duffy's Tavern
MANSFIELD, MURIEL
KRNT, Des Moines, Iowa
MARCIN, MAX
CBS—Crime Doctor
MARION, IRA
ABC—Present from Hollywood
MARKS, LARRY
NBC—Duffy's Tavern
MARKS, R.
NBC—Rudy Vallee Show
MARTINI, ROLAND
CBS—Saturday Night Serenade
MARQUIS, ARNOLD
NBC—The Pacific Story
MAYER, HEIDY
WPDQ, Jacksonville, Fla.
MAYFIELD, MARTHA
KWTO, Springfield, Mo.
MAZEN, PAULINE
KEVR, Seattle, Wash.
McCARTER, BERNICE
WFOY, St. Augustine, Fla.
McCARTHY, STEVE
WMBR, Jacksonville, Fla.
McCLESKEY, BEN
WFAA, Dallas, Texas
McCONNOR, VINCENT
CBS—It's Maritime
McCOY, MARGARET
KOOS, Coos Bay, Oregon
McCRACKEN, RUSSELL
ABC—Radio Hall of Fame
McFADYEN, JOANNE
KJBS, San Francisco, Calif.
McGEHEE, CHARLES W.
WSGN, Birmingham, Ala.
McGILL, JERRY
CBS—Big Town
McGRATH, GABRIELLE
KENO, Las Vegas, Nev.
McGREEVEY, JOHN
KTAR, Phoenix, Ariz.
McKEE, BURT F., JR.
WAPI, Birmingham, Ala.
McKINNON, JOSEPHINE
WMC, Memphis, Tenn.
McLEOD, VICTOR
NBC—Bob Burns Show
McNEIL, IDA
KGFX, Pierre, S. Dak.
McNERNEY, FRANCIS
WTOL, Toledo, Ohio
McNOLDY, JAMES A.
WDZ, Tuscola, Ill.
McPHERSON, MARGARET
WHKK, Akron, Ohio
MEDBURY, J. P.
CBS—Adventures of Ozzie & Harriet
MELTZER, LOU
NBC—Raleigh Room
MENEFEE, SELDEN
NBC—Our Foreign Policy
MENKIN, LARRY
CBS—The Sparrow and the Hawk
MERIDAN, JOHN L.
WSTV, Steubenville, Ohio
MEREDITH, JEAN
WHK, Cleveland, Ohio
MEVES, MARION
WHBY, Appleton, Wis.
MEYER, JEANNE
CBS—The Four Clubman
MEYERS, ART
WCAP, Asbury Park, N. J.
MICKEL, MARTHA
WOWO, Fort Wayne, Ind.
MILES, MARY E.
KFAA, Helena, Ark.
MILLER, ALBERT G.
NBC—Carnation Contented Program
CBS—Those Websters
MILLS, PAT
WAYS, Charlotte, N. C.
MILSTEAD, CLAUDE
WJPR, Greenville, Miss.
MITCHELL, ALFRED T.
WOI, Ames, Iowa
MITCHELL, DON
WAGA, Atlanta, Ga.
MITCHELL, JILL
ABC—Darts for Dough
MOGLE, BILL
A Call from Les Paul
Sing, America, Sing
MOORE, FRANK
NBC—Chesterfield Supper Club
ABC—Glamour Manor
MOORE, MAX S.
KFAA, Helena, Ark.
MOORE, RUTH S.
NBC—The Baxters
MOORE, SAM
NBC—The Great Gildersleeve
MORGAN, JOHN CARL
WINC, Winchester, Va.
MORGAN, RICHARD
WBEN, Buffalo, N. Y.
MORRIS, MARGOT
WILL, Urbana, Ill.
MORRISON, CHESTER
ABC—Chester Morrison
MORSE, CARLTON E.
NBC—His Honor the Barber
NBC—One Man's Family
MORSE, MOLLY
KGB, San Diego, Calif.
MORTON, JERRY
KLX, San Francisco, Calif.
MOSS, BOB
NBC—Amos 'N Andy
MOSS, HERB
NBC—Raleigh Room
MUNSCH, LOUISE
WEW, St. Louis, Mo.
MUNSON, GORDON
WOI, Ames, Ia.
MURPHY, DONNA
KOIL, Omaha, Neb.
MURPHY, KATHRINE
WSTP, Salisbury, N. C.
MURPHY, LU
WHAS, Louisville, Ky.
MURPHY, WILLIAM
NBC—Doctors at Home
MURRAY, DAVE
NBC—Grand Ole Opry
MURROW, EDWARD R.
CBS—Edward R. Murrow
MUSE, JIM
KLO, Ogden, Utah
MUSSINON, DOUGLAS
KWJB, Glove, Ariz.
MYERS, TERESA M.
WTAL, Tallahassee, Fla.

— N —

NATHAN, FRANCES
WQXR, New York, N. Y.
NEGRI, ELEANOR
WAJR, Morgantown, W. Va.
NEWELL, DAVE
ABC—Fishing and Hunting Club of the Air
NICHOLSON, VALERIE
WSTP, Salisbury, N. C.
NICKLE, RUTH ANN
WCAE, Pittsburgh, Pa.
NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.
NORRIS, KATHLEEN
CBS—A Woman's Life
NOWINSON, DAVE
KFI, Los Angeles, Calif.

— O —

OBOLER, ARCH
MBS—Arch Oboler Plays
ODAMES, ELIZABETH
WIBX, Utica, N. Y.
O'HOLLARAN, BILL
WOW, Omaha, Neb.
OLIVER, EDITH
CBS—Take It or Leave It
OLSON, D. J.
KICD, Spencer, Iowa
O'MALIA, BETTY
WBAX, Wilkes-Barre, Pa.
OPPENHEIMER, JESS
CBS—The Baby Snooks Show
O'REGAN, MARGARET
WELO, Tupelo, Miss.
ORGILL, JAMES
WGAR, Cleveland, Ohio
ORMSBY, BURKE
KTBI, Tacoma, Wash.
ORR, JOHN T.
WBRC, Birmingham, Ala.

— P —

PACKARD, ELON
NBC—Kraft Music Hall
PAGE, JOHN N.
KDYL, Salt Lake City, Utah
PAINE, VIRGINIA
KRKO, Everett, Wash.
PALMER, HARRY
WMVA, Martinsville, Va.
PARSONS, LOUELLA
ABC—Louella Parsons Show
PATTEE, FLOYD
WTIC, Hartford, Conn.
PAUL, NORMAN
ABC—The Alan Young Show
PEARSON, BUD
MBS—The Fresh Up Show
PEARSON, DREW
NBC—Drew Pearson
PENDERGAST, CHARLES
KRBC, Abilene, Texas
PENSON, BETTY
KTFI, Twin Falls, Idaho
PERLING, EVELYN
WSGN, Birmingham, Ala.

PERRIN, E.
WSAZ, Huntington, W. Va.
PERRIN SAM
NBC—The Jack Benny Program
PETERS, BARBARA
KLZ, Denver, Colo.
PETERSON, VIRGINIA
WOI, Ames, Ia.
PFEIFER, MARGOT
WWJ, Detroit, Mich.
PHARES, FRANK
CBS—Star Theatre
PHILLIPS, ART
CBS—Maisie
PHILLIPS, IRNA
NBC—The Guiding Light, Masquerade, Today's Children
PHILLIPS, IRVING
KCRA, Sacramento, Calif.
PHILLIPS, PAUL
WCAU, Philadelphia, Pa.
PHLEGAR, JANE
WTMV, E. St. Louis, Ill.
PIGGOTT, CARL
WHIT, New Bern, N. C.
PIMSLER, HAROLD
KOMA, Oklahoma City, Okla.
PINNEY, GLADYS
KSL, Salt Lake City, Utah
POLI, CELESTE
WFOY, St. Augustine, Fla.
POLIZZOTTO, FLO
WJBO, Baton Rouge, La.
POLLOCK, GRANT
WINC, Winchester, Va.
POPE, EDWIN
WGAU, Athens, Ga.
POPE, LOREN
WOL, Washington, D. C.
PORTER, R. RUSSELL
KTSW, Emporia, Kans.
POSNER, HENRY
WIP, Philadelphia, Pa
POTTER, ED
KTBC, Austin, Tex.
POWER, IOLA
KFH, Wichita, Kans.
PRAY, RUPERT
CBS—Electric Hour
PRICE, JOHN
WHP, Harrisburg, Pa.
PRINDLE, JOHN
NBC—Abbott & Costello
PUDNEY, EARLE
WGY, Schenectady, N. Y.
PUTNAM, JOY
WTAG, Worcester, Mass.

— Q —

QUINN, DON
NBC—Fibber McGee and Molly
QUINN, LOUIE
ABC—Radio Hall of Fame

— R —

RAGAWAY, MARTIN
ABC—County Fair
CBS—County Fair, The Milton Berle Show
RAUGHT, KENNETH
CBS—Sing Along Club
REDDY, JOHN
ABC—Bride and Groom
REDFORD, BILL
ABC—Ladies Be Seated
REDMOND, DICK
WHP, Harrisburg, Pa.
REED, ROD
ABC—The Woody Herman Show
REEVES, MARY W.
NBC—David Harum
REILLY, GENE
WGBS, Miami, Fla.
RETZLAFF, ARTHUR
WFDF, Flint, Mich.
REYNOLDS, QUENTIN
MBS—Quentin Reynolds
RICE, AL
WLS, Chicago, Ill.
RICE, GERALD
MBS—Double or Nothing
RICE, HELEN
KLO, Ogden, Utah
RICHARDSON, MARGARET
WGTC, Greenville, N. C.
RICHTON, ADDY
CBS—Valiant Lady
RIDGLEY, HARRY
WTAM, Cleveland, O.
RILEY, WILLIAM J.
KRNT, Des Moines, Ia.
RINKER, C.
ABC—Glamour Manor
ROBINSON, HAROLD
WMAN, Mansfield, O.
ROBINSON, KEN
CBS—Island Venture
ROBINSON, MARGARET
WGNY, Newburgh, N. Y
ROBINSON, NEIL
WSRR, Stamford, Conn.
ROEBUCK, BEN
WRRF, Washington, N. C.
ROGERS, ROZ
ABC—Lum 'N Abner
ROHDE, PIERRINA ZAMPATTI
WTAG, Worcester, Mass.
ROIUGHT, KENNETH
ABC—Blind Date
ROMAN, LARRY
CBS—Nelson Eddy Show
ROSE, JACK
CBS—The Jack Carson Show
ROSE, STAN
KTSW, Emporia, Kans.
ROSEN, SAM
KSTP, St. Paul, Minn.
ROSS, GEORGE
KDON, Monterey, Calif.
ROSS, LILLIAN
KOTA, Rapid City, S. D.
ROSTEN, NORMAN
NBC—Telephone Hour
RUSSELL, FRED
WSAI, Cincinnati, O.
RUSSELL, RAY L.
WOPI, Bristol, Tenn.
RUST, NATHAN D.
KPAB, Laredo, Tex.
RUTHENBURG, DORCAS
WHAS, Louisville, Ky.

— S —

SAMUELS, ROSA LEE
KFXJ, Grand Junction, Colo.
SANDEFFER, EVA
WEEU, Reading, Pa.
SANGSTER, MARGARET
ABC—My True Story
SAWYER, CAROLYN
WDOD, Chattanooga, Tenn.
SAWYER, VERNE
KMO, Tacoma, Wash.
SAXON, BOB
Shows: Front Page Farrell
SCHEUER, JOHN D.
WFIL, Philadelphia, Pa.
SCHLIEFER, KENNETH
WGIL, Galesburg, Ill.
SCHRAA, MARY
WHA, Madison, Wis.
SCHRODE, KAY
WBAX, Wilkes-Barre, Pa.
SCHROEDER, JOE
KCMC, Texarkana, Tex.
SCHWARTZ, AL
NBC—Bob Hope Show
SCHWARTZ, DAVE
ABC—The Alan Young Show
SCOTT, ASHMEAD
NBC—Life of Riley
SEEPE, CAROLINE
WNOX, Knoxville, Tenn.
SELINGER, H.
NBC—Joyce Jordan, M. D.
SEYMOUR, ADELE
CBS—Light of the World
SEYMOUR, DAN
ABC—Musical Autographs
SHANNON, DONNIE
WWDC, Washington, D. C.
SHAW, MEL
WMAQ, Chicago, Ill.
SHEA, BILL
WNEW, New York, N. Y.
SHER, CAROL
WDSM, Superior, Wis.
SHERMAN, RUTH
KOTA, Rapid City S. D
SHERRILL DAVID
WQXR, New York, N Y.
SHIP, REUBEN
NBC—Life of Riley
SHIRER, WILLIAM L.
CBS—William L. Shirer
SHRADER, BYRON
KALE, Portland, Ore.
SIMON, ALFRED
WQXR, New York, N. Y.
SIMON, BETSEY ALLEN
WFHR, Wisconsin Rapids, Wis.
SINCLAIR, CHARLIE
Shows: Junior Miss, Haunting Hour, One Man's Destiny (UP)
SINGER, S.
NBC—Jack Haley
SKELTON, EDNA
NBC—The Skelton Scrapbook
SKLAR, MICHAEL
WMCA, New York, N. Y.
SLOAN, R.
CBS—Celebrity Club
SLOCUM, ORA
WELO, Tupelo, Miss.
SLON, SIDNEY
ABC—Dick Tracy
SMILEY, BILL
KLO, Ogden, Utah
SMITH, AGNES
KOOS, Coos Bay, Oregon
SMITH, BOB
WBEN, Buffalo, N. Y.
SMITH, BOB
CBS—The Andrews Sisters Show, Jack Smith Show
SMITH, BURRELL
WGY, Schenectady, N. Y.
SMITH, E. JANE
WJAP, Washington, Pa.
SMITH, JOE BATES
MBS—The Shadow
SMITH, MARGARET
KXEL, Waterloo, Ia.
SMITH, MARGARET
KFPY, Spokane, Wash.
SNOWDEN, WILLIAM A.
WTAL, Tallahassee, Fla.
SOMMERS, JAY
CBS—The Joan Davis Show
SPEER, JOHN
KFH, Wichita, Kans.

SPRIGGS, C. O.
WTAW, College Station, Texas
STAMPER, POWELL
MBS—Opry House Matinee
STANDAGE, MEL
KALL, Salt Lake City, Utah
STARK, SHELDON
ABC—Headline Edition
STEIN, JOE
NBC—Raleigh Room
STEWART, CHARLES
CBS—The Beulah Show
STIDOLPH, DAVID
KWSC, Pullman, Wash.
STILWELL, JACK
WLS, Chicago, Ill.
STITHAM, HELEN
WAGM, Presque Isle, Me.
STONE, LYNN
CBS—Valiant Lady
STORMS, EDNA
KFPY, Spokane, Wash.
STRIKER, FRAN
ABC—The Lone Ranger
STRUNSKY, RICHARD
WQXR, New York, N. Y.
STEULPNAGEL, F.
KVCV, Redding, Calif.
SUULIVAN, JOHN
KFJZ, Fort Worth, Texas
SUSAN, VIOLET
KSFO, San Francisco, Calif.
SWANSON, MARGE
WFDF, Flint, Mich.
SWART, MARY JEAN
WPEN, Philadelphia, Pa.
SWINEHART, TRULA
KGA-KHQ, Spokane, Wash.
SWING, FRANCES
WKRC, Cincinnati, O.

— T —

TACKABERRY, JOHN
NBC—The Jack Benny Program
TADE, GEORGE
WILL, Urbana, Ill.
TAGGART, BYRON
WKRC, Cincinnati, Ohio
TANKSLEY, RUTH
WGBS, Miami, Fla.
TARLTON, ANN
KFJZ, Fort Worth, Texas
TAYLOR, FRANCES
WLAP, Lexington, Ky.
TAYLOR, HENRY
CBS—The Jack Carson Show
TAYLOR, PAT
WMFR, High Point, N. C.
TAYLOR, SAM
NBC—Harvest of Stars
TAZEWELL, CHARLES
CBS—Mayor of the Town
TEICHMANN, HOWARD
NBC—Road of Life
THIELEN, MAXINE
KRNT, Des Moines, Ia.
THOMA, MARJORIE
KDKA, Pittsburgh, Pa.
THOMAS, GIL
KFI, Los Angeles, Calif.
THOMAS, LOWELL
NBC—Lowell Thomas
THOMAS, RITA
WHKC, Columbus, O.
THOMAS, RUTH ANN
KCKN, Kansas City, Mo.
THOMPSON, BETTY
KJBS, San Francisco, Calif.
THOMPSON, JANE
WBEN, Buffalo, N. Y.
TILLE, JANE
KHBG, Okmulgee, Okla.
TINNEY, CAL
ABC—Relax With Cal Tinney
TOBIAS, RUTH
WPEN, Philadelphia, Pa.
TODD, ELIZABETH
NBC—Backstage Wife
NBC—Young Widder Brown
TOEPFNER, JEAN
WBNS, Columbus, Ohio
TOPF, RITA
KTRI, Sioux City, Ia.
TREMAINE, FRANCES
KEVR, Seatt'e, Wash.
TRIMBLE, EDYTH SMITH
WDSU, New Orleans, La.
TRINLER, MIMI
WDOD, Chattanooga, Tenn.
TURNER, RUSSELL
WOL, Washington, D. C.

— U —

ULMEN, LORETTA
KYSM, Mankato, Minn.
VAN PELT, MARGARET
WMBR, Jacksonville, Fla.
VELLGUTH, EVELYN
WHBQ, Memphis, Tenn.
VINCENT, ED
WJPR, Greenville, Miss.
VOLPE, MARGARET
WSAY, Rochester, N. Y.

— W —

WACULA, CLEMENTINE
KMO, Tacoma, Wash.
WADDELL, JANE
WSOY, Decatur, Ill.
WADE, VIRGINIA
WCED, Dubois, Pa.
WALDBOTT, HELEN
CBS—Meet the Mrs.
WALKER, ELEANOR
WAIR, Winston-Salem, N. C.
WALKER, FRANKIE COLLYER
WFOY, St. Augustine, Fla.
WALL, DOROTHY
WSAY, Rochester, N. Y.
WALPOLE, HELEN
NBC—Stella Dallas
WANG, GENE
MBS—Quick as a Flash
WARNER, FORD
KDON, Monterey, Calif.
WASHBURN, JEANETTE
KGB, San Diego, Calif.
WASSENBERG, R. W.
KROW, Oakland, Calif.
WAYNE, SHIRLEY
WOWO, Fort Wayne, Ind.
WEATHERS, WINSTON
KWON, Bartlesville, Okla.
ELLS, MARJORIE
WTOL, Toledo, O.
WEST, NORRIS
WCAU, Philadelphia, Pa.
WEST, PAUL
CBS—Billie Burke Show
WETZLER, JOSEPHINE
WLS, Chicago, Ill.
WHEATON, GENE
CBS—Frank Sinatra Show
WHEDON, JOHN
NBC—The Great Gildersleeve
WHITE, LES
MBS—The Fresh Up Show
WHITE, VESTA
WSGN, Birmingham, Ala.
WHITNEY, PHIL
WINC, Winchester, Va.
WILCOX, JUANITA
WHKC, Columbus, Ohio
WILKINSON, RICHARD
MBS—Murder Is My Hobby
WILLIAMS, BRAD
KUTA, Salt Lake City, Utah
WILLIAMS, NELLI G.
WRNL, Richmond, Va.
WILLIAMS, RALPH ROGER
WGAU, Athens, Ga.
WILLIS, SI
CBS—The Joan Davis Show
WILSON, BEN
KMOX, St. Louis
WILSON, GEORGE EARLE
KWTO, Springfield, Mo.
WILSON, GEORGE H.
WSTV, Steubenville, O.
WILSON, JACK
NBC—Eileen Barton Show
WILSON, MARGARET
WNHC, New Haven, Conn.
WINCHEL, WALTER
ABC—Walter Winchell Show
WISHENGRAD, MORTON
NBC—The Eternal Light
WOLF, GRAYCE
WCRS, Greenwood, S. C.
WOLZ, FREDA
WEMP, Milwaukee, Wis.
WOOLEY, SADIE L.
WTAL, Tallahassee, Fla.
WORCESTER, CHUCK
Columbia's Country Journal
WRAY, OLIVE HENRY
WSLI, Jackson, Miss.
WRIGHT, JEAN
ABC—Constance Bennett Show
WRIGHT, SHERMAN J.
WBNY, Buffalo, N. Y.

— Y —

YOUNG, VERNON A.
KVOA, Tucson, Ariz.
YOUNG, MARTIN H.
ABC—Famous Jury Trials
YOUNG, JOHN
CBS—The Second Mrs. Burton
YOUNG, JOHN M.
NBC—Right to Happiness

— Z —

ZIMMERLE, LORRAINE
WTMV, E. St. Louis, Ill.
ZIMMERMAN, CHRISTIE
WIS, Columbia, S. C.
ZLOGAR, MARCELLA
WHBG, Harrisburg, Pa.
ZOMER, KARL
KFXJ, Grand Junction, Colo.

Radio Directors

—and their work during 1945

— A —

ACE, GOODMAN
CBS—Danny Kaye Show.
ADAMS, WENDELL
CBS—Viva America.
ADAMS, WYLE
ABC—Terry and the Pirates.
AINLEY, JOE
CBS—First Nighter.
ALEXANDER, ALTON
MBS—Meditation Board.
ALLISON, ROBERT
ANDREWS, MARTIN
ABC—My True Story.
ARMBRUSTER, CYRIL
MBS—Real Stories From Real Life.
ASHLEY, IRA
CBS—Grand Central Station.
ATWELL, MARTHA
NBC—David Harum, Lora Lawton.
AVERY, IRA
CBS—Armstrong's Theatre Of Today.
AYERS, KIRBY

— B —

BARBOUR, OLIVER
CBS—Life Can Be Beautiful.
BARNES, HOWARD
CBS—Janette Davis.
BARNES, JOHN
CBS—Michael Scott Presents.
BARTHOLOMEW, GEORGE
BASS, LEONARD L.
BECKER, JOHN
CBS—Time to Remember, Transatlantic Call, People to People.
BECKER, SANDY
CBS—Organ Fantasies.
BELL, JOSEPH
BELLI, LIDO
BENDICK, ROBERT
BENNETT, TOM
BERG, GERTRUDE
BERNARD, DON
NBC—Life of Riley.
BERNS, LARRY
CBS—Jack Carson Show.
BESTER, AL
ABC—Adventures of Charlie Chan.
BETHEL, FRED
CBS—Powder Box Theatre.
BIXBY, CARL
CBS—Readers Digest—Radio Edition.
BLISS, TED
CBS—The Baby Snooks Show.
BORSK, ELMER M.
BOWER, ROGER
MBS—Treasure Hour of Song.
BOWMAN, MARGUERITE H.
BOWMAN, PHIL
CBS—Ma Perkins.
BRATTAIN, JOE
NBC—Carnation Contented Program.
BRAUN, GIL
The Avenger.
BRENNAN, WILLIAM
CBS—Jack Smith Show.
BRILMEYER, BOB
CBS—Try 'N Find Me.
BRONSON, EARL
ABC—Wake Up anl Smile.
BROWN, BOBBY
CBS—The First Line.
BROWN, HIMAN
CBS—Adventures of the Thin Man, Inner Sanctum.
BROWN, MILTON
NBC—Joyce Jordan, M. D.
BUBECK, HARRY
NBC—The Baxters.
BUCHANAN, STEWART
CBS—The Second Mrs. Burton.
BUCKWALTER, JOHN
BURNETT, NICKI
BUSS, FRANCES
BYRON, ED
NBC—Mr. District Attorney.
BYRON, WARD
NBC—Philip Morris Follies.

— C —

CARNEY, JOHN
CBS—Sing Along Club, Give and Take.
CARR, FREDERIC
CARROLL, EDWARD R.
CHAIN, HUBERT V.
CHAPIN, LOU
CHARLES, BUNNY
CBS—Great Moments in Music.
CHARLES, DICK
ABC—Relax With Cal Tinney.
CLARK, DON
CBS—This Is My Best.
CLARK, JAY
NBC—Can You Top This.
CLARKE, JOHN HISSEY
CLEARY, JOHN
ABC—Sammy Kaye's Sunday Serenade.
CLEMENTS, ALICE
ABC—Friendship Ranch.
COHAN, PHIL
Durants—Moore Show.
COLIHAN, ROSEMARY
COLLINS, TED
CBS—Kate Smith Sings, Kote Smith Speaks.
COOLEY, LEE
COPE, DON
CORDAY, TED
CORWIN, NORMAN
CREAMER, GEORGE

— D —

D'ANGELO, CARLO
MBS—Adventures of the Falcon.
DANIEL, CLAY B.
DANIEL, OLIVER
ABC—Boston Symphony Orch.
DAVIDSON, ALFRED
DAVIS, NEWELL
DAVIS, STANLEY
DAWSON, RONALD
CBS—It's Maritime.
DELINE, JIM
CBS—Serenade From Syracuse.
DELLA, CIOPPA, GUY
DEVINE, JERRY
ABC—This Is Your FBI.
DICK, HENRY W.
DIETZ, JOHN
CBS—Cimarran Tavern, Crime Photographer.
DODGE, BRUCE
DODGE, FRANK
DOUGHTEN, WILLIAM
DOWNES, EDWARD RAY
DRYER, SHERMAN
MBS—Exploring the Unknown.
DUCOVNY, ALLEN H.
DUCOVNY, DUKE
MBS—Superman.
DUERR, EDWIN
CBS—Aldrich Family.
DUMONT, PAUL
NBC—Bill Stern.
DUNHAM, EDWIN L.
NBC—Voice of Firestone.

— E —

EASTMAN, CARL
MBS—Hercule Poirot.
ELTON, DAVE
CBS—Adventures of Ozzie & Harriet.
ENGELBACH, DEVERE
MBS—Rogue's Gallery.
ERNST, BUD
MBS—Queen For A Day.
ESSER, WRIGHT
ABC—Orson Welles' Almanac
EURANK, GENE
NBC—Just Plain Bill.
EVANS, RICHARD L.
CBS—Salt Lake City Tabernacle Choir & Organ.
EYNON, WILLIAM
ABC—The Christian Science Monitor Views the News.

— F —

FASSETT, JAMES H.
CBS—New York Philharmonic
FICKETT, HOMER
ABC—Theater Guild on the Air.
FICKETT, KENNETH
FILION, ROSS
FISHBURNE, ALAN
ABC—Coronet Front Page.
FISHER, MARJORIE
FITZGERALD, EDWARD
ABC—Professor Quiz.
FRANKLIN, PAUL
CBS—Jack Kirkwood Show.
FREED, CHARLES
CBS—Encore Appearance, Eileen Farrell & the Columbia Concert Orch., Gateways to Music, Invitation to Music, Mona Paulee.
FRENCH, KENNETH
NBC—America United, Consumer Time.

— G —

GANNON, THEODORE
GARRISON, GARNET
GERNANNT, WILLIAM
CBS—County Fair.
GHISALBERT, ALDO
GIERLACH, CHET
ABC—Woody Herman Show.
GILLIS, DON
NBC—General Motors Symphony of the Air.
GIRARD, PAUL
..Executive Producer, A. P. Radio Prod.
GIRARDIN, RAY
CBS—Coffee Club.
GOODMAN, WESLEY B.
GOODSON, MARK
NBC—Portia Faces Life.
GRAYSON, MITCHELL
ABC—Dick Tracy.
GROSS, STEPHEN
NBC—Lorenzo Jones,
CBS—Our Gal Sunday.
GRUENBERG, AXEL
CBS—Billie Burke Show.
GRUENER, KARL
NBC—The Great Gildersleeve.
GUNN, JOHN
Myrt & Marge.

— H —

HACKETT, WALTER
HAMILTON, BILL
ABC—Tennessee Jed.
HAMMOND, LAURENCE
HANNA, ARTHUR
CBS—Perry Mason.
HANNA, JAY
HARDING, LARRY
HARPER, BALDWIN
HARRELL, CHARLES
ABC—Headline Edition.
HARRIS, LESLIE T.
CBS—Prudential Family Hour.
HARRIS, MARYM
CBS—Houseparty.
HARRISON, JEANNE
ABC—Boston Blackie.
HARVEY, JAMES C.
HAUPT, JAMES
HELLER, ROBERT P.
HERBERT, CHARLES
CBS—Electric Hour.
HIGHT, JEAN WARREN
HILL, JACK
HINES, JOHN
CBS, ABC—County Fair.
HOLCOMBE, HARRY
CBS—Tena and Tim,
ABC—Curtain Time.
HOLINER, MANN
CBS—Frank Sinatra Show.
HOLLIHAN, GARRETT Jr.
HOPKINS, IRVING
HOWARD, HENRY
HOWE ,JOHN
NBC—The University of Chicago Round Table.
HOWELL, WAYNE C.
HUHN, TEVIS
ABC—F. H. LaGuardia.
HUMMERT, FRANK
NBC—American Album of Familiar Music.
HURWITZ, LEO T.
HUSTAD, DON
ABC—Club Time.
HUSTON, THEODORE T.
CBS—Big Sister.

— I —

INGRAM, HARRY
NBC—Highways in Melody.

— J —

JACOBSON, LOUIS
JACKY, FRED
ABC—Hymns of All Churches.
JEWELL, JAMES
ABC—Jack Armstrong.
JOHNSTON, CLINTON

— K —

KEEGAN, HOWARL
KENT, ALAN
KING, WILLIAM G.
KLEIN, HENRY
ABC—The Listening Post, Earl Godwin.
KLOSE, VIRGINIA
CBS—Mommie and the Men.
KLOSE, WILLARD
CBS—Mommie and the Men.
KNIGHT, PAUL
KNIGHT, RAYMOND
KOHR, LAMBERT
CBS—Barnyard Follies.
KREMER, RAY

— L —

LAFFERTY, PERRY
LA PORTE, PAUL
LARSON, G. BENNETT
LEADER, TONY
MBS—You Make The News.
LEDER, HERB
ABC—Jack Berch Show.
LEE, BURR
CBS—Bachelor's Children.
LEE, VIRGINIA
LEFTWICH, ALEXANDER Jr.
Startime, Sports Star Special, Special Assignment, Musical Mysteries, Follow the Band, Who's Cuckoo Now.
LENIHAN, WINIFRED
LEONARD, RICHARD
NBC—Barry Cameron, Stella Dallas,
CBS—Mr. Keen.
LEVY, LT. DAVID
LEWIS, RICHARD
MBS—Quick as a Flash.
LIVINGSTON, CHARLES
ABC—The Lone Ranger.
LOCKWOOD, ROY
CBS—Valiant Lady.
LOEB, MARX
CBS—American School of the Air, Danny O'Niell & his Guests, Celebrity Club, Tales From Far & Near.
LOUGHRANE, BASIL
CBS—Light of the World.
LOVE, ANDREW
NBC—Amos 'n Andy, Bob Burns Show.
LOVETON, JOHN
ABC—Walter Winchell.
LOWTHER, GEORGE
ABC—Musical Autographs.
LUCAS, RUPERT
NBC—Duffy's Tavern.

— M —

MABLEY, EDWARD
MacDONELL, JOHN
MacGREGOR, KENNETH
CBS—Bob Hawk Show.
MacGREGOR, SHERMAN A.
MACK ,DICK
CBS—Joan Davis Show.
MACK, HELEN
CBS—The Beulah Show.
MACK, NILA
CBS—Let's Pretend.
MAGNER, MARTIN
MALITZ, LESTER M.
ABC—F. H. LaGuardia.
MANDEVILLE, BETTY
CBS—Take It Or Leave It.
MANSFIELD, IRVING
MANSFIELD, JOSEPH F.
NBC—The Eileen Barton Show.
MARCIN, MAX
CBS—F. B. I. In Peace and War.
MARKES, LAWRENCE
MARSHALL, W. LeROY
ABC—Mteropolitan Opera.
MARTIN, DON
MARTINI ,ROLAND
CBS—Saturday Night Serenade.
MASTERSON, JOHN
ABC—Bride And Groom.
MAXWELL, JESSICA
ABC—Hop Harrigan.
MAYER, PEGGY L.
MAYNARD, GEORGE
McGEE, HAROLD
McGILL, EARL
CBS—
McGILL, JERRY
CBS—Big Town.
McGRAW, WALTER J.
McGUIRE, ARNOLD
ABC—Charlotte Greenwood Show, Hedda Hopper.
McHARRIE, LINDSAY
CBS—We, The People.
McHUGH, PHILIP
McINNES, ROBERT
ABC—Lum 'n Abner.
McKEE, WESLEY

McMAHON, KATHLEEN
MICHAELIS, ARNOLD
CBS—Amanda.
MILLER, CHET
MBS—Take It Easy Time
MITCHELL, JOHN D.
MITCHELL, JOHN T.
MORGAN, BREWSTER
MORRISON, BRETT
ABC—Earl Godwin.
MOSS, HERB
NBC—Hildegard.
MUNDORFF, ARTHUR

— N —

NICOLL, OLIVER
NOLAN, ROBERT H.
ABC—Famous Jury Trials.

— O —

OATES, ED
OBOLER, ARCH
OCHS, ACE
CBS—Patti Clayton Show, The Four Clubman, Arthur Godfrey Show, The Jubalaires.
O'KEEFE, LESTER
CBS—The Helen Hayes Show.
ORTMAN, FLORENCE
CBS—Dr. Christian,
ABC—The Sheriff.
OWEN, FOREST
ABC—Quiz Kids.

— P —

PACKHAM, ELDRIDGE
NBC—Chesterfield Supper
PADDOCK, WM. R.
PAPP, FRANK
NBC—The World's Great Novels, The Eternal Light.
PASCHALL, AL
NBC—Truth or Consequences.
PATTERSON, WM. C.
PETERSON, CLIFF
ABC—The Breakfast Club.
PINKER, ERIC S.
POLA, EDWARD
ABC—The Alan Young Show.
POLESIE, HERB
CBS—It Pays To Be Ignorant, Frank Sinatra Show.
POWERS, CHAS. H.
PRICE, STEPHEN

— Q —

QUADLAND, H. P.
ABC—The Doctors Talk It Over.

— R —

RADCLIFF, VERNON
RAINEY, WM. S.
REDD, ROBERT L.
CBS—Hollywood Star Time.
REDDICK, WILLIAM J.
ABC—Ford Sunday Evening Hour.
REILLY, HOWARD
NBC—Fred Allen Show.
REIS, IRVING K. (Capt.)
RICCA, ERNEST
CBS—Romance of Helen Trent, Romance of Evelyn Winters.
RICE, HERBERT C.
RICKEY, FRED
RIGROD, A. CARL
RILEY, THOMAS L.
RIPLEY, JOE
ABC—Sunday Evening Party.
ROBERTSON, LARRY
ABC—Constance Bennett.
ROBINSON, MAURICE L.
ROBSON, BILL
CBS—Request Performance.
ROCHE, JACK
CBS—A Woman's Life.
ROSEN, NORMAN
ROUSSEAU, WILLIAM
CBS—Maizi.
ROYAL, WILLIAM
ABC—The Mary Small—Junior Miss Show.
RUGGE, JOHN S.
RUSSELL, DANIEL
ABC—Present From Hollywood, Stravari Orch.
RYAN, MORGAN
ABC—Drew Pearson.

— S —

SACK, VICTOR
SANDERS, HUGH HOWARD
SANFORD, HERBERT C.
SANVILLE, DICK
CBS—The Sparrow and the Hawk.
SAULPAUGH, EDDIE
ABC—Radio Hall of Fame.
SCANLAN, WALTER
SCIBETTA
SCHENCK, CHARLES
CBS—Road of Life.
SEYDEL, VIC
ABC—Fishing and Hunting Club of the Air.
MBS—Steel Horizons.
SHAW, DONALD S.
CBS—Jimmy Carroll Sings.
SHAYON, ROBERT L.
CBS—The Story of America, This Living World, Behind the Scenes at CBS.
SHELDON, JAMES
SMITH, ADDISON
CBS—Hobby Lobby.
SMITH, BEVERLY L.
SMITH, ROBERT E.
SORIO, DORIO
SPEARS, HARRY
SPIER, WILLIAM
CBS—Suspense.
SOUVAINE, HENRY
CBS—Star Theatre.
STACK, JAMES
STAHORN, LEE
CBS—Your Hit Parade.
STEEL, ROBERT S.
CBS—Aunt Jenny.
SWEETS, WILLIAM M.
ABC—David Harding, Counterspy, Gangbusters.
SWIFT, LELA

— T —

TEELA, DICK
TELFORD, FRANK K.
NBC—Mystery Theatre.
THOMPSON, JOSEPH
TIBBALS, WALTER
ABC—Detect and Collect.
TITO, ROCCO
TODD, BETTY
TODMAN, WM. S.
TUTTLE, DAY
TUTTLE, WILLSON M.
TYLER, JACK

— U —

URQUHART, CHARLES

— V —

VAIL, LESTER
VANDA, CHARLES
Theatre of Romance.
VIETOR, THOMAS F.
VINCENT, CHICK
Pepper Young, Charlie Chan.
VOUTSAS, GEORGE

— W —

WALLACE, TOM
ABC—Blind Date.
WARBURTON, CHARLES
ABC—My True Story.
WARD, ALBERT
WEBB, KENNETH
WEINE, FRED
WEINER, TEX
WEIST, GEORGE
ABC—Ladies Be Seated.
WELCH, ROBERT
WELLES, ORSON
WELLINGTON, JOHN
CBS—The Music of Andre Kostelanetz.
MBS—Double or Nothing.
WELLS, TRAVIS
ABC—Hollywood Mystery Time.
WHIPPLE, JAMES
WHITE, HOOPER
CBS—Morning Melodies.
WHITTEMORE, MARGARET D.
WILLIAMS, HOWARD
WITT, PETER
WORCESTER, CHUCK
CBS—Columbia's Country Journal.

— Y —

YATES, THEODORA
CBS—Rosemary.
YOUNG, DAVE
CBS—The Dick Haymes Show.

— Z —

ZACHARY, LT. GEORGE
ZIRATO, BRUNO
ZISSER, BERNARD

Announcers
—their work during 1945

— A —

ABBOTT, TOM
WNOE, New Orleans, La.
ABERNATHY, WILLIAM
ABC—One Woman's Opinion
ACKERMAN, KEN
KQW, San Jose, Calif.
ACKLEY, J. HOWARD
WOWO, Fort Wayne, Ind.
ACOSTA, PAUL
WRUF, Gainesville, Fla.
ADAMS, BERNIE
WPDQ, Jacksonville, Fla.
ADAMS, BOB
WNEW, New York, N. Y.
ADAMS, GARRETT
WRJN, Racine, Wis.
ADAMS, MILTON N.
WBTM, Danvil'e, Va.
ADAMS, ROBERT
WTAG, Worcester, Mass.
ADAMS, ROGER
WADC, Akron, O.
ADDISON, HENRY
WSSV, Petersburg, Va.
AGRESTA, PHIL
WCRS, Greenwood, S. C.
ALAN, PAT
WCLO, Janesville, Wis.
ALBERGHINK, HAROLD
WRDO, Augustine, Me.
ALBERTSON, DON
KYSM, Mankato, Minn.
ALBRECHT, TOM
WTMC, Ocala, Fla.
ALERIE, LEON
WMAS, Springfield, Mass.
ALEXANDER, PAUL
KSL, Salt Lake City, Utah
ALFARO, ARMANDO
KVOA, Tucson, Ariz.
ALLEGOOD, WANDELL
WMGA, Moultrie, Ga.
ALLEN, CLARE
WEBR, Buffalo, N. Y.
ALLEN, JR., EDWARD
WMAQ, Chicago, Ill.
ALLEN, FRANK
KPO, San Francisco, Calif.
ALLEN, JEFF
WKRC, Cincinnati, O.
ALLEN, JOHN
WFAA, Dallas, Texas
ALLEN, KAY
KGIW, Alamosa, Colo.
ALLEN, KELLY
KSO, Des Moines, Ia.
ALLEN, LEE
WMOH, Hamilton, O.
ALLEN, LLOYD
KGIW, Alamosa, Colo.
ALLEN, REG
WTOP, Washington, D. C.
ALLEN, WAYNE
KWFT, Wichita Falls, Texas
ALLERTON, LEE
WLBC, Muncie, Ind.
ALLIN, HENRY
WLAP, Lexington, Ky.
ALLINGER, RALPH
WFAS, White Plains, N. Y.
ALLISON, GENE
WAOV, Vincennes, Ind.
ALLISON, JOE
KTSA, San Antonio, Texas
ALLYN, KENNETH
WRNL, Richmond, Va.
ALTER, BENNE
WMT, Cedar Rapids, Iowa
ALTGENS, JIMMIE
WGCM, Gulfport, Miss.
ALTMAN, DICK
KTHT, Houston, Texas

Harry Von Zell

EDDIE CANTOR

JOAN DAVIS

DINAH SHORE

AMEN, RONDO
WIBA, Madison, Wis.
AMES, DON
KXEL, Waterloo, Iowa
AMES, NEIL
WGH, Newport News, Va.
AMOLE, GENE
KMYR, Denver, Colo.
AMOS, BOB
WISE, Asheville, N. C.
ANDERSON, BOB
KHQ-KGA, Spokane, Wash.
ANDERSON, CLYDE
WTCN, Minneapolis, Minn.
ANDERSON, JOHN
KID, Idaho Falls, Idaho
ANDERSON, WILLIAM
KGW, Stockton, Calif.
ANDRE, PIERRE
ABC—Radio Hall of Fame, Forever Tops, Hymns of All Churches, Symphonies for Youth.
ANDREE, JAN
WWSW, Pittsburgh, Pa.
ANDRES, DON
KSLM, Salem, Ore.
ANDREWS, JOHNNY
KOCA, Kilgore, Texas
ANDREWS, RALPH
WKLA, Ludington, Mich.
ANNO, MARY JEAN
WATW, Ashland, Wis.
ANSBRO, GEORGE
ABC—Relax with Cal Tinney, Kiernan's News Corner, Ladies Be Seated.
ANTHONY, ALLEN C.
NBC—Dr. I. Q.
ANTHONY, JACK
KCKN, Kansas City, Mo.
ANTHONY, KARL
KDTH, Dubuque, Iowa
ANTOINE, JOHN
NBC—The First Piano Quartet
ANTOINE, TEX
NBC—Solitair Time
ARDIS, WILLIAM
KGKL, San Angelo, Texas
ARLEN, JAY
ABC—Club Time
WSAI, Cincinnati, O.
ARMSTRONG, BOB
WRRF, Washington, N. C.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ARNELL, PETER
WPAT, Paterson, N. J.
ARNOLD, DONALD
WGNY, Newburgh, N. Y.
ARON, HERMAN
WCSC, Charleston, S. C.
ARTHUR, JACK
WNBF, Binghamton, N. Y.
ARTHURS, BILL
WBNS, Columbus, O.
ARVIN, RAY
KORN, Fremont, Neb.
ASHLEY, ARTHUR
WNHC, New Haven, Conn.
ASHMAN, MIKE
KJBS, San Francisco, Calif.
ATCHISON, CHARLES
WSGN, Birmingham, Ala.
ATCHISON, WENDELL
KOTN, Pine Bluff, Ark.
ATKINS, TOMMY
WGAU, Athens, Ga.
ATTER, TOM
WFIG, Sumter, S. C.
AUGUSTINE, WARREN
WIBM, Jackson, Mich.
AURER, STUART
KFBC, Cheyenne, Wyo.
AUSTIN, FLETCHER
WBT, Charlotte, N. C.
AVERBACH, BERNARD
WBAB, Atlantic City, N. J.
AVERY, JAMES
WKRC, Cincinnati, O.
AYCRIGG, BEN
WDBO, Orlando, Fla.

— B —

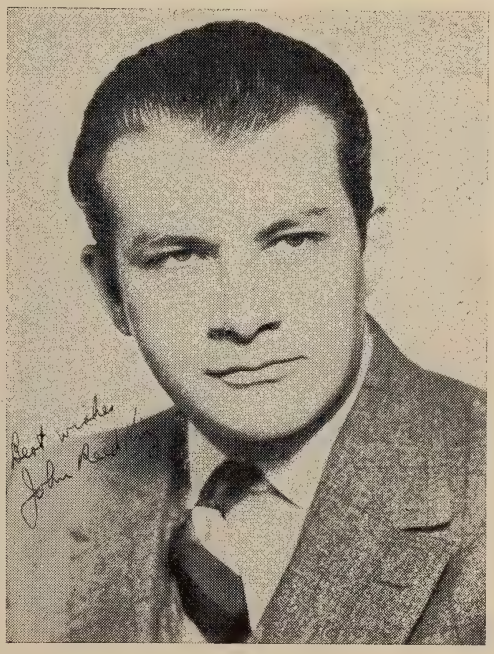
BAAN, OSCAR
KGO, San Francisco, Calif.
BABB, HUGH
WLAW, Lawrence, Mass.
BABCOCK, FRANK
KPLC, Lake Charles, La.
BABCOCK, WILLIAM
KDKA, Pittsburgh, Pa.
BADER, HUGH
KBON, Omaha, Neb.
BAILEY, BILL
WAPO, Chattanooga, Tenn.
BAILEY, CARL
KXLA, Pasadena, Calif.
BAILEY, LaMARR
KRBC, Abilene, Texas
BAILEY, NORMAN
WCAX, Burlington, Vt.
BAILEY, E. NORMAN
WTAG, Worcester, Mass.
BAILEY, WILLIAM S.
KTHS, Hot Springs, Ark.

HARLOW WILCOX

BAINBRIDGE, JOHN
KFMB, San Diego, Calif.
BAIRD, JOHN
KMPC, Los Angeles, Calif.
BAIRD, ROBERT
WFBG, Altoona, Pa.
BAKER, CHARLES
KOA, Denver, Colo.
BAKER, GENE
ABC—Lum 'N Abner
BAKER, RAYMOND W.
WITH, Baltimore, Md.
BALBER, A.
WNYC, New York, N. Y.
BALFOUR, BRYAN
WMVA, Martinsville, Va.
BALKUM, VASSIE
WGBR, Goldsboro, N. C.
BALLANCE, WILLIAM
KOA, Denver, Colo.
BALLARD, DAVID
KGFJ, Los Angeles, Calif.
BANIAK, MICHAEL
WTRY, Troy, N. Y.
BANKS, DAVE
KCMO, Kansas City, Mo.
BANNON, ROBERT
WCOP, Boston, Mass.
BANTA, DEAN
KGO, San Francisco, Calif.
BARBER, DON
WGST, Atlanta, Ga.
BARBER, GEORGE
WDEF, Chattanooga, Tenn.
BARCLAY, GEORGE
KFI, Los Angeles, Calif.
BARKAS, HAL
WJNO, West Palm Beach, Fla.
BARKER, EDDIE
KMAC, San Antonio, Texas

BARLOW, JAY
WHLN, Harlan, Ky.
BARNETT, CHARLES
KFJZ, Fort Worth, Texas
BARNETT, PAUL
WLNH, Laconia, N. H.
BAROODY, FRANCIS
WFEA, Manchester, N. H.
BARRETT, TONY
WRBL, Columbus, Ga.
BARRICK, KENNETH
KSUB, Cedar City, Utah
BARRIE, GEORGE
WMCA, New York, N. Y.
BARRON, LEE
KOIL, Omaha, Neb.
BARRY, BILL
KTBI, Tacoma, Wash.
BARRY, GENE
WEBR, Buffalo, N. Y.
BARRY, JACK
WOR, New York, N. Y.
BARRY, JEAN N.
KVOA, Tucson, Ariz.
BARRY, JOHN
WNOX, Knoxville, Tenn.
BARRY, NORMAN
WMAQ, Chicago, Ill.
BARTH. BERNIE
KRGV, Weslaco, Texas
BARTLETT, SID
KSLM, Salem, Ore.
BARTLOW, HARRY
MBS—Adventures of Sherlock Holmes
BARTON, FRANK
NBC—Standard Hour, Tommy Dorsey
BARTON, HAL
WTAD, Quincy, Ill.

BARTON, JACK
WTOC, Savannah, Ga.
BARUCH, ANDRE
ABC—F. H. LaGuardia
BASHARA, LESTER
WBEN, Buffalo, N. Y.
BATCHELDER, CHARLES
WMBR, Jacksonville, Fla.
BATCHELDER, JOHN
WLC, Washington, D. C.
BATCHELDER, ROBERT
WEAN, Providence, R. I.
BATES, KARL
WOL, Washington, D. C.
BATSON, GRAY
WDSU, New Orleans, La.
BATTERS, CHARLES
WRC, Washington, D. C.
BAUER, CLARENCE L.
KUIN, Grants Pass, Ore.
BAXTER, A.
WCBI, Columbus, Miss.
BAXTER, ALBERT
KTTS, Springfield, Mo.
BAXTER JR., GORDON
KPAC, Port Arthur, Texas
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BAYLES, EDWARD
WHDF, Calumet, Mich.
BAYLY, TRAVERS E.
KDAL, Duluth, Minn.
BEAL, KING
KXEL, Waterloo, Iowa
BEALS, RAY E.
WFIN, Findlay, O.
BEAN, TOM
KRSC, Seattle, Wash.
BEARDON, CECIL
WTAW, College Station, Texas



JOHN REED KING

M. C. "Give and Take," CBS, Saturday A.M., coast-to-coast.

M. C. "Missus-Goes-A-Shopping."

Publicity: FRED STENGEL

BEASLEY, SHIRLEY
WMFD, Wilmington, N. C.
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WCAE, Pittsburgh, Pa.
BEATTY, BILL
KFLA, Tampa, Fla.
BEAUMONT, PERRY
WLOK, Lima, O.
BEAUPRE, WALTER
WCOU, Lewiston, Me.
BECKETT, JACK
KBWD, Brownwood, Texas
BECKTEL, EARL
WSNJ, Bridgeton, N. J.
BEDFORD, PAUL
WFMJ, Youngstown, O.
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WAPI, Birmingham, Ala.
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WGBS, Miami, Fla.
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WFHR, Wisconsin Rapids, Wis.
BELCHER, THOMAS
KCRC, Enid, Okla.
BELL, AL
WHO, Des Moines, Iowa
BELL, DICK
WLIB, New York, N. Y.
BELL, JACK
WTCN, Minneapolis, Minn.
BELL, JOHN
WFVA, Fredericksburg, Va.
BELL, KENNETH
WBEN, Buffalo, N. Y.
BELL, ROBERT
KIUL, Garden City, Kan.
BELLI, LIDO
BELLUM, AL
WMBH, Joplin, Mo.
BENDER, BOB
WTAR, Norfolk, Va.
BENDT, JACK
WAVE, Louisville, Ky.
BENNETT, BERTON
KGO, San Francisco, Calif.
BENNETT, LEE
WGN, Chicago, Ill.
BENNETT, RALPH
WFEB, Sylacauga, Ala.
BENNETT, RAY
KFPY, Spokane, Wash.
BENTON, MONROE
WTBO, Cumberland, Md.
BENUM, ARNOLD
KMO, Tacoma, Wash.
BENWARE, REX
WQXR, New York, N. Y.
BERG, HAL
WGBI, Scranton, Pa.
BERGERON, JOLLY
WSLB, Ogdensburg, N. Y.
BERGSTROM, ARTHUR
WHTD, Hartford, Conn.
BERNARD, HENRY
WFBL, Syracuse, N. Y.
BERNHARD, PAT
WFOY, St. Augustine, Fla.
BERRY, JAMES
WSPB, Sarasota, Fla.
BERRY, JIM
KFI, Los Angeles, Calif.
BERRY, JOHN
WEBQ, Harrisburg, Ill.
BERZINSKI, EMIL
KWNO, Winona, Minn.
BEST, MARVIN
KHJ, Hollywood, Calif.
BETTERS, MITCHELL C.
WTHT, Hartford, Conn.
BETTIS, JAMES
KENO, Las Vegas, Nev.
BETTIS, JAMES R.
KFXM, San Bernardino, Calif.
BEVILACQUA, DON
KTW, Seattle, Wash.
BEZOFF, BEN
KMYR, Denver, Colo.
BIDDLE, RICHARD
WWVA, Wheeling, W. Va.
BIGLER, LYNN
WFAA, Dallas, Texas
BILL, EMIL
WMBD, Peoria, Ill.
BINDER, LARRY
KRBM, Bozeman, Mont.
BIRCH, JOCELYN
KVOX, Moorhead, Minn.
BIRDSELL, JOHN
KELO, Sioux City, S. Dak.
BISH, DON
KIDO, Boise, Idaho
BISHOP, DIGE
WRLD, West Point, Ga.
BISHOP, KENNETH
KGNC, Amarillo, Texas
BITTERMAN, JACK
WMOB, Mobile, Ala.
BIVENS, BILL
NBC—The Fred Waring Show
BLACK, BUDDY
KCKN, Kansas City, Mo.
BLACK, JAMES
KRBC, Abilene, Texas
BLACK, JOHN
KFMB, San Diego, Calif.

M.C.

WOV "1280 Club"

ANNOUNCER

"Danny Kaye Show"
"Molle Mystery Theatre"
"Counterspy"
"Correction Please"
"Treasury Salute"

COMMENTARY

News Of The Day
Commercial Films

Direction: William Morris Agency

FRED ROBBINS

BLACK, JOSEPH
WHK, Cleveland, O.
BLACK, SHIRL
KFXD, Nampa, Idaho
BLACKBURN, BOB
KFAC, Los Angeles, Calif.
BLACKMAN, EDWARD
WEEI, Boston, Mass.
BLACKWELL, BURT
WAVE, Louisville, Ky.
BLACKWOOD, DOYLE
WAPO, Chattanooga, Tenn.
BLAIR, EDGAR
WDEF, Chattanooga, Tenn.
BLAIR, FRANK
WOL, Washington, D. C.
BLAKE, ALEX
WSLB, Ogdensburg, N. Y.
BLAKE, JOHN
KWIL, Albany, Ore.
BLAKE, MILTON
KLX, Oakland, Calif.
BLAKE, WYNN
WCAX, Burlington, Vt.
BLAKELY, CLINT
WAPI, Birmingham, Ala.
BLANCHETT, BUD
KUTA, Salt Lake City, Utah
BLANTON, WALLY
KFJZ, Fort Worth, Texasc
BLAZE, BOB
KXYZ, Houston, Texas
BLIZARD, LEWIS
WMSL, Decatur, Ala.
BLOCHER, CLARK
KVEC, San Luis Obispo, Calif.
BLOCK, MARTIN
NBC—Chesterfield Supper Club
WNEW, New York, N. Y.

BLOZAN, LOU
KFDA, Amarillo, Texas
BLUE, CLARK
KPOF, Denver, Colo.
BOCHAN, PETER
WNAB, Bridgeport, Conn.
BODDEN, BOB
WCLO, Janesville, Wis.
BODINE, WALT
KCKN, Kansas City, Kan.
BODWIN, HERBERT
WKAR, East Lansing, Mich.
BOGGESS, JOHN
WLAG, LaGrange, Ga.
BOGGS, MURRAY
KHJ, Hollywood, Calif.
BOHACK, WILLIAM
WPAT, Paterson, N. J.
BOLDMAN, LEE
WMFF, Plattsburg, N. Y.
BOLTON, GEORGE
KTBI, Tacoma, Wash.
BOLTON, JOE
WNEW, New York, N. Y.
BOLTZ, GUY
KLX, Oakland, Calif.
BONASSO, RUSSELL
WBLK, Clarksburg, W. Va.
BOND, CHARLES
WFOY, St. Augustine, Fla.
BOND, FORD
NBC—Manhattan Merry Go Round
BOND, LYLE
KFI, Los Angeles, Calif.
BOND, WILLIAM C.
WHAS, Louisville, Ky.
BONELLI, NICK
WMFG, Hibbing, Minn.

BONHAM, DONALD
KWNO, Winona, Minn.
BOOEN, SHERM
WDGY, Minneapolis, Minn.
BOOTH, JAMES
WINN, Louisville, Ky.
BOOTH, VIRGIL C.
WHDL, Olean, N. Y.
BOREN, CHARLES
WELO, Tupelo, Miss.
BORTHWICK, WILLIAM
WBRC, Birmingham, Ala.
BOSCHE, DAVID
KGGM, Albuquerque, N. M.
BOSTICK, BUDDY
WRR, Dallas, Texas
BOSWELL, JR., MIMS
WCBI, Columbus, Miss.
BOSWORTH, ROBERT
WDOD, Chattanooga, Tenn.
BOTTORFF, W. G.
WHAS, Louisville, Ky.
BOUCHARD, DICK
WSLB, Ogdensburg, N. Y.
BOUCHIER, BOB
WLOL, Minneapolis, Minn.
BOUHAN, MARTIN
WROK, Rockford, Ill.
BOWEN, JOHN
KBIZ, Ottumwa, Ia.
BOWIE, HAL
WSYR, Syracuse, N. Y.
BOWLAND, SAM
KFBI, Wichita, Kan.
BOWLES, AL
KXA, Seattle, Wash.
BOWMAN, ROY J.
KGFF, Shawnee, Okla.

"That's A Disc Jockey, Son!"

ROBERT Q. LEWIS
WHN
New York

Management:
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BOYER, JAMES
KDKA, Pittsburgh, Pa.
BOYLE, FRED
WRNL, Richmond, Va.
BOYLE, ROBERT
KUOM, Minneapolis, Minn.
BOYSEN, JIM
WTCN, Minneapolis, Minn.
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KBST, Big Spring, Texas
BRADFORD, ELLSWORTH
KPOF, Denver, Colo.
BRADHAM, DICK
KALE, Portland, Ore.
BRADLEY, DICK
WNEW, New York, N. Y.
BRADLEY, PETER
WSBC, Chicago, Ill.
BRADLEY, ROULON
KIDO, Boise, Idaho
BRADLEY, WILLIAM
WGY, Schenectady, N. Y.
BRADSHAW, FRED
WPDQ, Jacksonville, Fla.
BRADY, WILLIAM J.
KGCX, Sidney, Mont.
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WJPF, Herrin, Ill.
BRALY, BILL
KSAN, San Francisco, Calif.
BRANDEE, HERBERT
KDRO, Sedalia, Mo.
BRAZZIL, W. R.
WMC, Memphis, Tenn.
BREAUX, JERRY
WJBO, Baton Rouge, La.
BREEDLOVE, JIM
KRNR, Roseburg, Ore.
BREELAND, ED
WAML, Laurel, Miss.

BREMSER, LYELL
KFAB, Omaha-Lincoln, Neb.
BRENGEL, BILL
WWL, New Orleans, La.
BRENNAN, JOSEPH
KXOK, St. Louis, Mo.
BRENNAUN, SHELDON
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WCOP, Boston, Mass.
BRIGHT, CHARLES
WPIK, Alexandria, Va.
BRIGHT, KEITH
WJBC, Bloomington, Ill.
BRINK, EDWARD
WKAR, East Lansing, Mich.
BRINKLEY, JACK
WLS, Chicago, Ill.
BRITT, JAUNITA
WLBJ, Bowling Green, Ky.
BRITT, WESTON A.
WCOV, Montgomery, Ala.
BRITTON, C. M.
KHQ-KGA, Spokane, Wash.
BRITTON, J. R.
KGCX, Sidney, Mont.
BRITTON, TOBY
WMAN, Mansfield, Ohio
BROCK, ARTHUR
KMO, Tacoma, Wash.
BROKAW, FOREST
KGFF, Shawnee, Okla.
BROKENSHIRE, NORMAN
ABC—Theatre Guild on the Air
BRONNER, EDWIN
WWRL, Woodside, N. Y.
BROOK, BILL
WEMP, Milwaukee, Wis.

BROOKS, GEORGE
WNEW, New York, N. Y.
BROOKS, KIRBY
WIOD, Miami, Fla.
BROOKS, LOU
WELI, New Haven, Conn.
BROOKS, ROBERT A.
KTRH, Houston, Texas
BROOKS, TOM
WHAS, Louisville, Ky.
BROPHY, FRED
WHIO, Dayton, O.
BROSNAN, FRANK
WATW, Ashland, Wis.
BROWN, ALLAN C.
WTMA, Charleston, S. C.
BROWN, DENNIS
WDAK, Columbus, Ga.
BROWN, DICK
WCAX, Burlington, Vt.
BROWN, GUY
KSWO, Lawton, Okla.
BROWN, HOWARD
WFIL, Philadelphia, Pa.
BROWN, RUSSELL
WMFG, Hibbing, Minn.
BROWN, SAM
WINX, Washington, D. C.
BROWN, TED
WOR, New York, N. Y.
BROWN, THEORA
WGPC, Albany, Ga.
BROWN, WINSOR
WMBD, Peoria, Ill.
BROWN, W. PENDLETON
WTAG, Worcester, Mass.
BROWNEE, H. M.
KTTS, Springfield, Mo.
BROWNING, DOUGLAS
ABC—Terry and the Pirates

DEL SHARBUTT

Announcer

Campbell's Soup — Jack Carson

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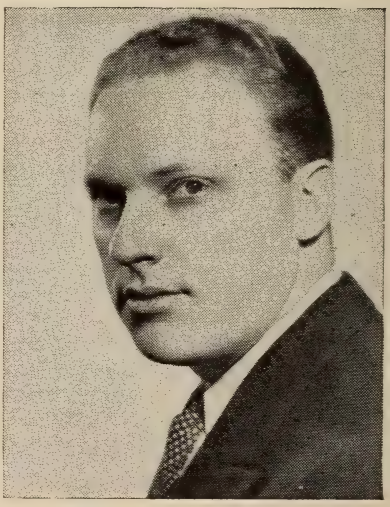
Request Performance

Available for Other Shows



HOWARD PETRIE

Durante—Moore Show
For Rexall—CBS
The Blondie Show
For Colgate—Super Suds
CBS

BROWNING, EDWARD
WISR, Butler, Pa.
BROYLES, MARVIN
KMAC, San Antonio, Texas
BRUBAKER, RAY
WMBI, Chicago, Ill.
BRUCE, BILL
KGHF, Pueblo, Colo.
BRUCK, LOUIE
WSM, Nashville, Tenn.
BRUCKER, JOSEPH
WGAC, Augusta, Ga.
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRUNO, VICTOR
WHGB, Harrisburg, Pa.
BRYANT, BRUCE
KTUC, Tucson, Ariz.
BRYANT, CHARLES
KVI, Tacoma, Wash.
BRYANT, JEFFERY
. ABC—Friendship Ranch
BUCK,, JR., OWEN
WGIL, Galesburg, Ill.
BUCKMAN, GENE
WINN, Louisville, Ky.
BUDD, MILTON
WMBD, Peoria, Ill.
BUELL, BYRON
KHJ, Hollywood, Calif.
BUICE, ROBERT L.
KARK, Little Rock, Ark.
BULLINGTON, WILLIAM T.
WHOP, Hopkinsville, Ky.
BUMPUS, BILL
WJZM, Clarksville, Tenn.
BURAK, DICK
WIBA, Madison, Wis.
BURGE, RALPH
WHBQ, Memphis, Tenn.
BURGER, FRANK J.
KGMB, Honolulu, T. H.
BURGER, RICHARD
KOAC, Corvallis, Ore.
BURKA, MELVIN
WCHS, Charleston, W. Va.
BURKE, ALAN
WBT, Charlotte, N. C.
BURKE, CHARLES
KFBC, Cheyenne, Wyo.
BURKLUND, TED
WEDC, Chicago, Ill.
BURLESON, McBURNEY
WJHL, Johnson City, Tenn.
BURNETTE, BILL
WFIG, Sumter, S. C.
BURNS, EDWARD J.
WGNY, Newburgh, N. Y.
BURNS, JOSEPH
WNCH, New Haven, Conn.
BURNS, RICHARD
WTTN, Trenton, N. J.
BURROWS, CHARLES
WPAR, Parkersburg, W. Va.
BUSH, DON
WOWO, Fort Wayne, Ind.
BUTLER, FRANK
WCCO, Minneapolis, Minn.
BUTLER, FRANK
WFMJ, Youngstown, Ohio
BUTLER, JOHN
WHK, Cleveland, Ohio
BUTTERS, JIM
KECA, Los Angeles, Calif.
BUTTERFIELD, BILL
KMYR, Denver, Colo.
BUTTON, DAVE
KODY, North Platte, Neb.
BYARS, JOE
WDAK, Columbus, Ga.
BYERS, ALICIA C.
KGEZ, Kalispell, Mont.
BYRON, JAMES
WNBF, Binghamton, N. Y.
BYRUM, HOWARD
KTHS, Hot Springs, Ark.

— C —

CAFFERY, JOHN
KGO, San Francisco, Calif.
CAFFERTY, TOM
MBS—American Radio Warblers
CALLAWAY, MARY
WALB, Albany, Ga.
CALLOWAY, JR., JOE HILL
WSIX, Nashville, Tenn.
CALON, ROYCE
KWBU, Corpus Christi, Texas
CAMERON, LAYMAN
ABC—Tennessee Jed
CAMPBELL, DAVID
WCOS, Columbia, S. C.
CAMPBELL, GEORGE
WGBI, Scranton, Pa.
CAMPBELL, GERALD
WLS, Chicago, Ill.
CAMPBELL, JIM
ABC—Jack Armstrong, Curtain Time
CAMPBELL, JOE U.
KPLC, Lake Charles, La.
CAMPBELL, LEN
WGCM, Gulfport, Miss.
CAMPBELL, TED
WMCA, New York, N. Y.
CANADAY, MIROM
WMBI, Chicago, Ill.
CANTER, RUSSELL
WBNS, Columbus, Ohio

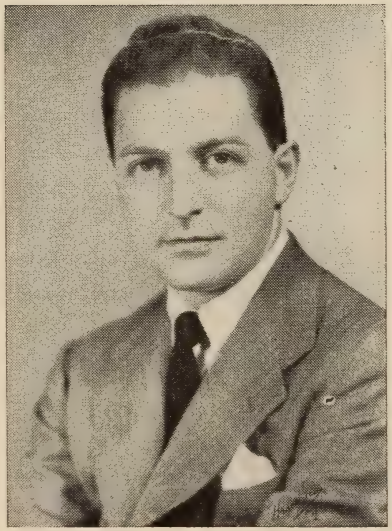
FRANK GALLOP

BEN GRAUER
NBC

CARBERRY, BILL
KOH, Reno, Nev.
CARD, AARON
KOVO, Provo, Utah
CARDWELL, LEIGH
KLRA, Little Rock, Ark.
CAREY, JEAN
WLAK, Lakeland, Fla.
CAREY, STANLEY
WBRK, Pittsfield, Mass.
CARLO, MICHAEL
WIBX, Utica, N. Y.
CARLSON, BILL
KOTA, Rapid City, S. Dak.
CARLSON, BOB
KROS, Clinton, Iowa
CARLSON, EDWIN
KCRA, Sacramento, Calif.
CARLSON, HARRY
WOR, New York, N. Y.
CARLSON, HOWARD
WISH, Indianapolis, Ind.
CARLSON, JOEL F.
WGH, Newport News, Va.
CARLSON, STAN
KTW, Seattle, Wash.
CARLYLE, BOB
WLBC, Muncie, Ind.
VARN, DERWOOD
WIBM, Jackson, Miss.
CARNEAL, HERB
WSYR, Syracuse, N. Y.
CAROLL, JIM
WLNH, Laconia, N. H.
CARPENTER, KEN
NBC—Kraft Music Hall, Life of Riley, Frances Langford
CARPENTER, ROMA
WTBO, Cumberland, Md.
CARPENTER, WILLIAM
WSNY, Syracuse, N. Y.

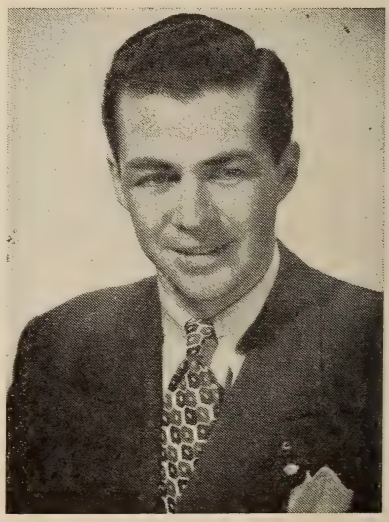
CARR, EDNA
KGFX, Pierre, S. Dak.
CARR, GEORGE
KOH, Reno, Nev.
CARR, HAROLD H.
WOAI, San Antonio, Texas
CARR, ROY
WLOL, Minneapolis, Minn.
CARR, THOMAS
NBC—When a Girl Marries, Portia Faces Life, Paramount Newsreel, U. S. Marine Films, Collegiate Play-By-Play Sports, Sport Fan Fare.
CBS—Aldrich Famly, Newsweek
CARR, WES
KTNM, Tucumcari, N. M.
CARRIER, BILL
WLLH, Lowell, Mass.
CARROLL, GEORGE C.
WEEU, Reading, Pa.
CARROLL, HENRY
KMOX, St. Louis, Mo.
CARROLL, J. R.
KYUM, Yuma, Ariz.
CARROLL, RALPH
WNBF, Binghamton, N. Y.
CARROLL, ROBERT
WRHI, Rock Hill, S. C.
CARROLL, ROGER
WFMD, Frederick, Md.
CARROLL, T. D.
KFDM, Beaumont, Texas
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARTER, KENNETH
WNHC, New Haven, Conn.
CARTER, ROBERT
WHK, Cleveland, Ohio

CARVELL, S. A.
WAGM, Presque Isle, Me.
CARY, TOM
KGFW, Kearney, Neb.
CASE, NELSON
MBS—Exploring the Unknown
CASSELL, CLARENCE
KQQW, San Jose, Calif.
CASSIDY, THOMAS P.
KFAC, Los Angeles, Calif.
CASTOR, CHARLES
KVOV, Redding, Calif.
CATE, LEWIS
WENY, Elmira, N. Y.
CATHERWOOD, DICK
WPDQ, Jacksonville, Fla.
CAVANAGH, LEE
KWK, St. Louis, Mo.
CECH, KICK
KSAC, Manhattan, Kan.
CHADWELL, WALLACE
KGFJ, Los Angeles, Calif.
CHALMERS, BETTY
WLLH, Lowell, Mass.
CHAMBER, HUGH
WOR, New York, N. Y.
CHAMBERS, GARDE
WHK, Cleveland, O.
CHAMPION, NED
WGBR, Goldsboro, N. C.
CHAPLIN, BOB
WLBZ, Bangor, Me.
CHAPMAN, GEORGE
WLBZ, Bangor, Me.
CHAPPEL, ERNEST
ABC—Ted Malone
MBS—Treasure Hour of Song
CHARLES, BILL
KID, Idaho Falls, Idaho
CHASE, DON
WIL, St. Louis, Mo.



BOB SHEPARD

MCA ARTISTS, LTD.



DICK JOY

"Danny Kaye Show" "Jackie Coogan Show"
"Vox Pop"
Management:—MCA
In Association with Don McBain
Operating RadiOasis KCMJ, Palm Springs, Cal.
1340 Kilocycles CBS 250 Watts

CHASE, ROGER
WOR, New York, N. Y.
CHASE, TOM
WOW, Omaha, Neb.
CHATILLAS, ANDY
KSRO, Santa Rosa, Calif.
CHELTON, GERALD
WRDW, Augusta, Ga.
CHESSER, ALEC
KABC, San Antonio, Texas
CHESTER, HARVEY
WLAW, Lawrence, Mass.
CHETEK, LEE
WSAM, Saginaw, Mich.
CHILD, B.
WNYC, New York, N. Y.
CHILDS, LELAND
WSFA, Montgomery, Ala.
CHRISTENSEN, JIM
WCAL, Northfie'd, Minn.
CHRISTIAN, JOHN
WOSH, Oshkosh, Wis.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
CHURCHILL, NELSON
WNAC, Boston, Mass.
MBS—Fulton Lewis, JR.
CHURCHILL, TED
WCOP, Boston, Mass.
CLAIBORNE, EVERETT
KLX, Oakland, Calif.
CLANEY, HOWARD
NBC—American Album of Familiar Music, Waltz Time
CLARK, ARDEN
KHAS, Hastings, Neb.
CLARK, DALE
WAGA, Atlanta, Ga.
CLARK, HAROLD
WEAN, Providence, R. I.
CLARK, J. B.
WBT, Charlotte, N. C.
CLARK, LARRY
WIBA, Madison, Wis.
CLARK, LOWELL
KHBG, Okmulgee, Okla.
CLARK, NORMA
KVOS, Bellingham, Wash.
CLARK, PAUL
WHAS, Louisville, Ky.
CLARK, RAY
WOW, Omaha, Neb.
CLARKE, CLIFFORD M.
WSAV, Savannah, Ga.
CLARKE, C. EDWARD
KCKN, Kansas City, Mo.
CLARKE, WALT
KWTO, Springfield, Mo.
CLAYTON, OLIVER
KDAL, Duluth, Minn.
CLYAYTON, TOM
WLLH, Lowell, Mass.
CLEARY, JAMES R.
CLEMENT, PAT D.
KVAN, Vancouver, Wash.
CLEVELAND, HIB
WHO, Des Moines, Ia.
CLICK, RALPH
KWIL, Albany, Ore.
CLINTON, PAUL
WPDQ, Jacksonville, Fla.
CLOSE, JR., WILLIAM
WWVA, Wheeling, W. Va.
CLOW, KENNETH
KBIZ, Ottumwa, Ia.
COBURN, PAUL
KUTA, Salt Lake City, Utah
CODDON, HAL
WMCA, New York, N. Y.
CODY, DEL
KHQ-KGA, Spokane, Wash.
COFFIN, FRANK
KGW, Portland, Ore.
COFFIN, TED
WAGM, Presque Isle, Me.
COLE, FRANCIS
WFDF, Flint, Mich.
COLE, FRED
ABC—Private Lives of Ethel and Albert, America's Town Meetin
MBS—Double or Nothing
COLE, LOU
WWRL, Woodside, N. Y.
COLE, TRACY
WHIS, Bluefield, W. Va.
COLEMAN, BETH
WKBV, Richmond, Ind.
COLLINS, ANNE
WWJ, Detroit, Mich.
COLLINS, CHUCK
NBC
COLLINS, FRED
WASK, Lafayette, Ind.
COLLINS, HUGH
WHK, Cleveland, Ohio
COLLINS, JUDSON
WSM, Nashville, Tenn.
COLLYER, BUD
MBS—Break the Bank
ABC—Mary Small Show
COLLYER, CLAYTON
NBC—Road of Life
COLMANS, ED
KFI, Los Angeles, Calif.
COLON, JACK
KALE, Portland, Ore.
COLTON, LARRY
WDRC, New Haven, Conn.

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COLWELL, TERRY
WMAS, Springfield, Mass.
COMPTON, TRAVIS
KSWO, Lawton, Okla.
CONANT, JAMES
WMAM, Marinette, Wis.
CONDRON, STUART, JR.
CONGER, ROBERT
WWJ, Detroit, Mich.
CONLEE, LADE
KELO, Sioux City, S. Dak.
CONNALLY, BROOKS
WIND, Chicago, Ill.
CONNOR, DAVE
WITH, Baltimore, Md.
CONNOY, GLESS
KMO, Tacoma, Wash.
CONOHAN, CLIFFORD
WOSH, Oshkosh, Wis.
CONOVER, WILLIS
WWDC, Washington, D. C.
CONWAY, WILLIAM
WTBO, Cumberland, Md.
COOK, DONALD
KGEZ, Kalispell, Mont.
COOK, IRA
KFAC, Los Angeles, Calif.
COOK, JOE
KFAB, Omaha-Lincoln, Neb.
COOK, LOU
KECA, Los Angeles, Calif.
COOK, OLLIE
KWFT, Wichita Falls, Texas
COOPER, JAMES
KVOL, Lafayette, La.
COOPER, JIM
WBNS, Columbus, Ohio
COPELAND, HACK
WLAY, Muscle Shoals, Ala.
CORBETT, JOHN
WFBL, Syracuse, N. Y.
CORBITT, PETE
WHNC, Henderson, N. C.
CORCORAN, BILL
WJBO, Baton Rouge, La.
CORCORAN, BILL
KIRO, Seattle, Wash.
COREY, KEN
KVOS, Bellingham, Wash.
CORLEY, BOB
WATL, Atlanta, Ga.
CORLEY, GUY
KNOE, Monroe, La.
CORNELL, BOB
KFAC, Los Angeles, Calif.
COSTA, ROBERT
KGMB, Honolulu, T. H.
COSTELLO, JACK
NBC—Raleigh Room
COSTLEY, JAN
WAGE, Syracuse, N. Y.
COTTER, GEORGE
WNHC, New Haven, Conn.
COTTON, LARRY
KTSW, Emporia, Kan.
COUGHLIN, ED
KBTM, Jonesboro, Ark.
COUGHLIN, RUSS
KROW, Oakland, Calif.
COVAIA, ALFRED
KJBS, San Francisco, Calif.
COVEY, DICK
KRNT, Des Moines, Ia.
COVINGTON, RUTH
WOLS, Florence, S. C.
COVINGTON, TED
WRUF, Gainesville, Fla.
COWAN, T. H.
WNYC, New York, N. Y.
COWLING, TERRY
WCOP, Boston, Mass.
COX, BILL
WWDC, Washington, D. C.
COX, ED
WJNC, Jacksonville, N. C.
COX, HOUSTON
WBRC, Birmingham, Ala.
COX, MEL
KWBU, Corpus Christi, Texas
COX, STAN
KONO, San Antonio, Texas
COYLE, JERRY
WSNY, Schenectady, N. Y.
CRABLE, NILES
WFIG, Sumter, S. C.
CRADDOCK, JACK
WKPA, New Kensington, Pa.
CRAFT, JR., A. B.
KVOL, Lafayette, La.
CRAIG, RUTH
WHBB, Selma, Ala.
CROSATTO, DAVE
KJBS, San Francisco, Calif.
CROSBY, LOU
NBC—The Rise Stevens Show
CROSS, LEO
KMYR, Denver, Colo.
CROSS, MILTON
ABC—The Doctors Talk It Over, Metropolitan Opera
CROWLEY, DICK
WAVE, Louisville, Ky.
CROWLEY, JOHN
KTUC, Tucson, Ariz.
CROWTHER, CLELLAND
KODY, North Platte, Neb.
CRUM, JIMMY
WMAN, Mansfield, Ohio

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—♦—

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Gabriel Heatter

Fulton Lewis, Jr.

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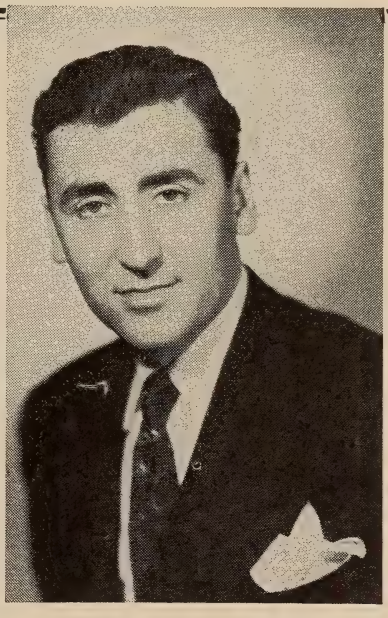
CRUTCHLEY, WILBUR
WMVA, Martinsville, Va.
CUBBERLY, DAN
WLS, Chicago, Ill.
CULVER, CAL
KFYR, Bismark, S. Dak.
CUMMINS, ANTHONY
WLEU, Erie, Pa.
CUMMINGS, BOB
KCEA, Los Angeles, Calif.
CUNNINGHAM, BOB
WBBM, Chicago, Ill.
CUNNINGHAM, HOWARD
KONO, San Antonio, Texas
CUNNINGHAM, HOMER
WIBW, Topeka, Kan.
CURD, LARRY
KRSC, Seattle, Wash.
CURL, HARRY
WBTM, Danville, Va.
CURTIS, BILL
KTMS, Santa Barbara, Calif.
CURTIS, DONALD D.
WJTN, Jamestown, N. Y.
CURTIS, E. H.
WIBW, Topeka, Kan.
CURTIS, LOTHAIR
KOVO, Provo, Utah
CURTIS, RONALD
WFBL, Syracuse, N. Y.
CURTISS, GARY
WAGA, Atlanta, Ga.
CZERP, WILLIAM
WMAM, Marinette, Wis.

— D —

DAHLBY, JACK
WNAB, Bridgeport, Conn.
DAHLSTEAD, DRESSER
NBC—One Man's Family
DAIL, ALBERT
WBTM, Danville, Va.
DAILEY, TOM
WOW, Omaha, Neb.
DAILY, PAUL
KOAM, Pittsburgh, Kan.
DANIEL, PRESTON
WLAK, Lakeland, Fla.
DANIELS, JOHN
WLOK, Lima, Ohio
DANIELS, MERRILL
WRRF, Washington, N. C.
DANIELS, ROBERT
WLBL, Sheboygan, Wis.
DANIELSON, PAUL
KWIL, Albany, Ore.
DAOUST, DON
KFJI, Klamath Falls, Ore.
DART, V.
WKST, New Castle, Pa.
DAUGHERTY, PAUL
WAGA, Atlanta, Ga.
DAVENPORT, ALBERT
WHBB, Selma, Ala.
DAVENPORT, FRANKIE
KVOP, Plainview, Texas
DAVENPORT, GEORGE
KRBM, Bozeman, Mont.
DAVIDSON, GEORGE
KMYC, Marysville, Calif.
DAVIDSON, KEN
WINX, Washington, D. C.
DAVIDSON, RANDALL
WAIM, Anderson, S. C.
DAVIES, BILL
WBLJ, Dalton, Ga.
DAVIES, BRUCE
KCMO, Kansas City, Mo.
DAVIS, CLYDE C.
WAYX, Waycross, Ga.
DAVIS, JOHN
WWSW, Pittsburgh, Pa.
DAWES, DICK
KROW, Oakland, Calif.
DAWES, WILLIAM
KBST, Big Spring, Texas
DAWSON, LEO
WFAA, Dallas, Texas
DeCAMP, JOHN
WBAA, West Lafayette, Ind.
DEE, TOMMY
KONO, San Antonio, Texas
DEINES, NAY
KMMJ, Grand Island, Neb.
DELMAR, KEN
NBC—The Jack Benny Program, The Fred Allen Show
DENTON, ROBERT
NBC—The Robert Merrill Show
DENVER, JR., DEE D.
KFEQ, St. Joseph, Mo.
DESMARAIS, LIONEL
WHYN, Holyoke, Mass.
DESPARD, BILL
WHEC, Rochester, N. Y.
DEVINE, OTTIS
WSM, Nashville, Tenn.
DeVRIES, ADRIAN
KFPY, Spokane, Wash.
DeWALD, DON
KHUB, Watsonville, Calif.
DEWHIRST, DON
WHK, Cleveland, Ohio

BUD COLLYER



ARTHUR GARY
NBC

DIAZ, RAY
WJZ, New York, N. Y.
DICK, MAX
KRNR, Roseburg, Ore.
DICKERMAN, C. G.
WEEI, Boston, Mass.
DICKSON, BRICE
KTBS, Shreveport, La.
DICKSON, ROY
KRIC, Beaumont, Texas
DIXON, DICK
WPAR, Parkersburg, W. Va.
DIXON, STANTON A.
KICD, Spencer, Iowa
DOAN, ROBERT
WHBF, Rock Island, Ill.
DODD, JOHN
WSIX, Nashville, Tenn.
DODD, JOHN
WLBJ, Bowling Green, Ky.
DOLAN, MIKE
KHJ, Los Angeles, Calif.
DONAHOO, DEL
WMT, Cedar Rapids, Iowa
DONALD, TONY
KWKH, Shreveport, La.
DONALDSON, EDGAR
WSLB, Ogdensburg, N. Y.
DONEGAN, WILLIAM
WSAV, Savannah, Ga.
DONEY, JIM
WMAN, Mansfield, Ohio
DONOVAN, GREGG
NBC—The Guiding Light
DONOVAN, BOB
WFEB, Sylacauga, Ala.
DOOLEY, TED
KVOV, Redding, Calif.
DOPP, CLAYTON
WCMI, Ashland, Ky.
DOREY, RAY
WNAC, Boston, Mass.
DORR, RUSSELL A.
WGAN, Portland, Me.
DORRIS, DAVE
KYA, San Francisco, Calif.
DOTSON, GEORGE W.
KXOX, Sweetwater, Texas
DOUTHIT, PERRY
KFAB, Omaha-Lincoln, Neb.
DOWD, DON
ABC—The Breakfast Club, Coronet Front Page
DOYLE, JIM
ABC—Hollywood Mystery Time
NBC—Bandwagon Mysteries
DRAKE, BOB
KANS, Wichita, Kan.
DREHER, G. TURNER
KWAL, Wallace, Idaho
DRISCOLL, MAURICE
KGEC, Kalispell, Mont.
DRUM, WILMA
WTMC, Ocala, Fla.
DUBARD, VASSER
WSLI, Jackson, Miss.
DUBUQUE, JOHN
KXA, Seattle, Wash.
DUDLEY, BERNARD
DUDLEY, JOHN
KHAS, Hastings, Neb.
DUFFY, JON
KALL, Salt Lake City, Utah
DUFFY, ROBERT
WLNH, Laconia, N. H.
DUNBAR, RUSS
WOR, New York, N. Y.
DUNHAM, DICK
MBS—The Adventures of the Falcon
WOR—One Man's Destiny
DUNHAM, JAMES
KELO, Sioux Falls, S. Dak.
DUNLAP, TED
WOL, Washington, D. C.
DUNLAVEY, RONALD
WFBL, Syracuse, N. Y.
DUNN, EDDIE
ABC—The Jack Berch Show
DUNN, JACK
KIUN, Pecos, Texas
DUNN, MIKE
WIBC, Indianapolis, Ind.
DUNN, PAUL
WFIN, Findlay, Ohio
DUPRIEST, BOB
WFEB, Sylacauga, Ala.
DUQUE, ERNIE
KTMS, Santa Barbara, Calif.
DURAND, ELDON
WNOE, New Orleans, La.
DURBIN, DON
KWK, St. Louis, Mo.
DUVAL, JOHN
WFBL, Syracuse, N. Y.
DVORAK, GEORGE
KFI, Los Angeles, Calif.
DWYER, DAVE
KFNF, Shenandoah, Iowa
DYAL, ROBERT
KIT, Yakima, Wash.
DYER, HAROLD F.

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ADVENTURES OF THE FALCON
C.B.S. WORLD NEWS
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— E —

EADE, JOSEPH K.
WHDL, Olean, N. Y.
EARL, BOB
KSO, Des Moines, Iowa
EARLE, ALLEN
WJJD, Chicago, Ill.
EAST, HENRY
WDAK, Columbus, Ga.
EASTCOTT, ELMITT
KFAC, Los Angeles, Calif.
EATON, CHARLES
WSBT, South Bend, Ind.
EATON, LOU
WKRC, Cincinnati, Ohio
EATON, ROBERT E.
KWRC, Pendleton, Ore.
EDGAR, BILL
KWFT, Wichita Falls, Texas
EDISON, JOE
WIBC, Indianapolis, Ind.
EDMONDS, WILLIAM
WHN, New York, N. Y.
EDMONDSON, NEAL
KROW, Oakland, Calif.
EDMUNDS, FRED
KGER, Long Beach, Calif.
EDWARD, GENE
WOW, Omaha, Neb.
EDWARDS, AARON
KSRO, Santa Rosa, Calif.
EDWARDS, CURTIS
WTCN, Minneapolis, Minn.
EDWARDS, HOWARD
KBWD, Brownwood, Texas
EDWARDS, JOHN
KVOR, Colorado Springs, Colo.
EDWARDS, MACK
WSBA, York, Pa.
EDWARDS, ROSS
WSPR, Springfield, Mass.
ELLINGTON, OSCAR
KTNM, Tucumcari, N. M.
ELLINGTON, STEVE
KOAC, Corvallis, Ore.
ELLIOTT, BILL
KVOE, Santa Ana, Calif.
ELLIOTT, HENRY
WMEX, Boston, Mass.
ELLIS, HERB
KQW, San Jose, Calif.
ELLIS, STEVE
WMCA, New York, N. Y.
ELLISON, JACK
KFJI, Klamath Falls, Ore.
EMM, LOU
WHIO, Dayton, Ohio
ENGLISH, AL
WAML, Laurel, Miss.
ENLOW, THURMAN
WELO, Tupelo, Miss.
EPLING, LEONARD
KOOS, Coos Bay, Ore.
ERDMAN, GEORGE H.
WOMT, Manitowoc, Wis.
ERDOSSY, WILLIAM
WHP, Harrisburg, Pa.
ERHARDT, GEORGE
KDAL, Duluth, Minn.
ERICKSON, CARL
WWJ, Detroit, Mich.
ERIN, BILL
KGO, San Francisco, Calif.
ESKELSON, DICK
KALL, Salt Lake City, Utah
ESSIG, VINCENT
WSAP, Portsmouth, Va.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EVANS, EDDIE
WFAA, Dallas, Texas
EVANS, SHIRL
WDZ, Tuscola, Ill.
EVANS, DON
WGKV, Charleston, W. Va.
EVANS, FRANKLIN
KPO, San Francisco, Calif.
EVANS, LOYD
WIBW, Topeka, Kan.
EVANS, ROBLEY
KGMB, Honolulu, T. H.
EVERSON, BOB
KTHT, Houston, Texas
EYBERG, MELVIN
KFNF, Shenandoah, Iowa

— F —

FACENDA, JOHN T.
WIP, Philadelphia, Pa.
FAGEN, FRANK
WHIT, New Bern, N. C.
FAIR, JIM
WLEE, Richmond, Va.
FAIRBURN, TED
WJBC, Bloomington, Ill.
FAIRLEY, BILL
KOME, Tulsa, Okla.
FALCON, RICHARD
WHLD, Niagara Falls, N. Y.
FALER, DICK
WTAD, Quincy, Ill.
FALTER, HAROLD
WBRC, Birmingham, Ala.
FARISS, WILLIAM
WBYN, Brooklyn, N. Y.

ROD O'CONNOR
RED SKELTON SHOW
etc.

TOM HUDSON
NARRATOR-ANNOUNCER—M. C.

FARMER, JON
WAGA, Atlanta, Ga.
FARR, FLOYD
KPO, San Francisco, Calif.
FARRELL, JIM
WCHV, Charlottesville, Va.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FARRELL, WESLEY
WRDW, Augusta, Ga.
FELACK, MICHAEL
WKPA, New Kensington, Pa.
FELIX, HENRY
WTAG, Worcester, Mass.
FELIX, JIM
WFIL, Philadelphia, Pa.
FELLER, SAM
KMYC, Marysville, Calif.
FELTON, DONALD
WBNY, Buffalo, N. Y.
FEN, TED
WATL, Atlanta, Ga.
FENDER, BILL
WNEW, New York, N. Y.
FENGLER, HAROLD
WJMC, Rice Lake, Wis.
FENNEMAN, GEORGE
ABC—Orson Wells' Almanac
FERGUSON, GENE
WEW, St. Louis, Mo.
FERGUSON, JOHN E.
KWKH, Shreveport, La.
FERRI, BOB
KABC, San Antonio, Texas
FINCH, D.
WNEW, New York, N. Y.
FINDLAY, DAVE
WDBJ, Roanoke, Va.
FINGER, ART
KXYZ, Houston, Texas
FINLEY, SLOAN G.
WMC, Memphis, Tenn.
FINN, WILLIAM
WISH, Indianapolis, Ind.
FIREND, GEORGE
WLAK, Lakeland, Fla.
FISCHER, DONALD
WRC, Washington, D. C.
FISCHLER, H. J.
WNYC, New York, N. Y.
FISHER, MICKEY
KOVC, Valley City, N. Dak.
FISK, JR., NATHAN B.
KVOR, Colorado Springs, Colo.
FITZPATRICK, B. J. C.
KENO, Las Vegas, Nev.
FLANAGAN, GENE
WWRL, Woodside, N. Y.
FLANAGAN, PAT
WINX, Washington, D. C.
FLANNAGAN, PAUL
WTRY, Troy, N. Y.
FLEISCHMAN, DEAN
WRUF, Gainesville, Fla.
FLEMING, JACK
WAJR, Morgantown, W. Va.
FLEMING, THOMAS
WLEU, Erie, Pa.
FLORA, JOHN
WNEW, New York, N. Y.
FLYNN, ART
WLAW, Lawrence, Mass.
FLYNN, ED
WSNY, Schenectady, N. Y.
FLYNN, ROY
WAPI, Birmingham, Ala.
FLYNN, TONY
WEMP, Milwaukee, Wis.
FOE, FRED
KVOS, Bellingham, Wash.
FOGG, WENDELL E.
WCSH, Portland, Me.
FORD, ART
WNEW, New York, N. Y.
FORD, DONALD J.
WHYN, Holyoke, Mass.
FORD, ERNEST
WOPI, Bristol, Tenn.
FORD, MILTON
WBIR, Knoxville, Tenn.
FORD, TONY
WGES, Chicago, Ill.
FORDYCE, GERALD R.
WGRC, Louisville, Ky.
FOREMAN, WILLIAM
KBST, Big Spring, Texas
FORSYTH, JIM
WDSU, New Orleans, La.
FOSTER, JIM
KTBI, Tacoma, Wash.
FOSTER, NORMA
WENT, Gloversville, N. Y.
FOSTER, ROGER
WNEW, New York, N. Y.
FOSTER, WALTON
KGKL, San Angelo, Texas
FOX, ALDEN L.
WIS, Columbia, S. C.
FOX, CARLEY
KMLB, Monroe, La.
FOX, DICK
KIUP, Durango, Colo.
FOX, WILLIAM
KMO, Tacoma, Wash.

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of the Working Girl

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"ADVENTURE OF THE THIN MAN"

"LIFE CAN BE BEAUTIFUL"

"RIGHT TO HAPPINESS"

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KDKA, Pittsburgh, Pa.
FRANCIS, AL
WKST, New Castle, Pa.
FRANCIS, HOLLIS
WJAG, Norfolk, Neb.
FRANDOLIG, BUCK
KOTA, Rapid City, S. Dak.
FRANK, BERT
KDYL, Salt Lake City, Utah
FRANK, CARL
ABC—This is Your F. B. I.
FRANK, HARRY
WHAI, Greenfield, Mass.
FRANKISH, GRANT
WJAX, Jacksonville, Fla.
FRANKLIN, ALLEN
WTAQ, Green Bay, Wis.
FRANKLIN, BOB
KQW, San Jose, Calif.
FRAZIER, ROBERT
WMMN, Fairmont, W. Va.
FREDERICK, CAL
KFWB, Los Angeles, Calif.
FREDERICK, DON
MBS—Henry J. Taylor
FREDERICKS, WILLIAM F.
KWJJ, Portland, Ore.
FREED, BOB
KHJ, Los Angeles, Calif.
FREEMAN, ROY
WDZ, Tuscola, Ill.
FREEMAN, CLAUDE
WMRC, Greenville, S. C.
FREEMAN, VERN
WFOR, Hattiesburg, Miss.
FRENCH, CHARLES
WSAZ, Huntington, W. Va.
FRENCH, DON
KORN, Fremont, Neb.
FRENCH, GRAHAM
KTUC, Tucson, Ariz.
FRENCH, JOHN
WITH, Baltimore, Md.
FRENCH, PETE
WHAS, Louisville, Ky.
FRIBLEY, LOE
WDSU, New Orleans, La.
FULSOM, JERRY
KADA, Ada, Okla.
FULTON, BOB
KLRA, Little Rock, Ark.
FULTON, DAVID K.
WCHS, Charleston, W. Va.
FUND, HARRY
WOPI, Bristol, Tenn.

— G —

GAINES, JERRY
WLEE, Richmond, Va.
GAINES, RUBEN
KHJ, Los Angeles, Calif.
GAINES, SAM A.
WRLC, Toccoa, Ga.
GAINEY, ANDREW
KOA, Denver, Colo.
GALLAGHER, JOHN
KJBS, San Francisco, Calif.
GALLAGHER, ROY
WKPA, New Kensington, Pa.
GALLANT, NORMAND
WCOU, Lewiston, Me.
GALLOP, FRANK
NBC—Stella Dallas
GANN, HUGH
KVRS, Rock Springs, Wyo.
GARCIA, HECTOR D.
KPAB, Loredo, Texas
GARDINER, DON
ABC—Detect and Collect, Gang Busters
GARDNER, DEWEY
KCRC, Enid, Okla.
GARDNER, JACK
KMPC, Los Angeles, Calif.
GARDNER, RUSS
KCKN, Kansas City, Mo.
GARY, ARTHUR
NBC—Ed Herlihy News, RCA-Victor, D & H Miners, Richard Harkness News
GATES, PHELPS
ABC—The Christian Science Monitor Views the News
GATLING, WILLIAM
WOLS, Florence, S. C.
GAUSE, THOMAS S.
WMFD, Wilmington, N. C.
GAYLORD, JIM
WSAI, Cincinnati, Ohio
GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa
GAYMAN, PARKER
KFRC, San Francisco, Calif.
GEAR, JACK D.
WLBL, Stevens Point, Wis.
GEARHART, LYNN
WSUN, St. Petersburg, Fla.
GEARHARDT, NICK
WOAI, San Antonio, Texas
GeBAUER, HAL
KQW, San Jose, Calif.
GEE, STANLEY
WGAR, Cleveland, Ohio

JIM DOYLE

JAY STEWART

Announcer

"TRUTH OR CONSEQUENCES"

GEHRETT, HARRY
KGFW, Kearney, Neb.
GEMBERLING, RALPH
WKOK, Sunbury, Pa.
GENNEMAN, GEORGE
ABC—Orson Welles
GENTILE, JOHN
WASK, Lafayette, Ind.
GENTRY, ROBERT
KFAR, Fairbanks, Alaska
GEORGE, LEE
KWTO, Springfield, Mo.
GETMAN, DAVID
WBNY, Buffalo, N. Y.
GIBBONS, JAMES
WMAL, Washington, D. C.
GIBBS, LAWRENCE
KMLB, Monroe, La.
GIBBS, ROWLAND
KWKW, Pasadena, Calif.
GIDEON, ED
KELD, El Dorado, Ark.
GIELOW, VERNE
KROS, Clinton, Iowa
GLIFFORD, ROBERT
WHLD, Niagara Falls, N. Y.
GILBERT, LIVINGSTON
WAVE, Louisville, Ky.
GILLEN, BOB
KMPC, Los Angeles, Calif.
GILLESPIE, ROBERT
WHTD, Hartford, Conn.
GILLESPIE, THOMAS
WWNY, Watertown, N. Y.
GILLETTE, LOU
KOIN, Portland, Ore.
GILLIAM, ROBERT S.
WKBB, Dubuque, Iowa
GIRAND, JOSEPH W.
WTHT, Hartford, Conn.
GISH, CECIL
KTFI, Twin Falls, Idaho
GIVENS, BILL
WSYR, Syracuse, N. Y.
GLADSTONE, HENRY
WOR, New York, N. Y.
GLASS, JACK
WJBC, Bloomington, Ill.
GLASS, LOUIS
WTRC, Elkhart, Ind.
GLENN, WILLIAM H.
WRLD, West Point, Ga.
GLINES, BILL
KMYR, Denver, Colo.
GOERNER, BOB
KQW, San Jose, Calif.
GOESER, CLARENCE
KFIZ, Fond du Lac, Wis.
GODFREY, ARTHUR
CBS
GOLDSBOROUGH, MURRAY
WFMD, Frederick, Md.
GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.
GOODWYN, CHARLES
WMBG, Richmond, Va.
GORDON, DAVE
KXRO, Aberdeen, Wash.
GORDON, DON
MBS—Tom Mix
GORDON, HOWARD
KFRC, San Francisco, Calif.
GORDON, LEE
KICD, Spencer, Iowa
GORDON, ROSS
WWL, New Orleans, La.
GOULD, DICK
WBML, Macon, Ga.
GOULD, LESTER
WJNC, Jacksonville, N. C.
GOURLAY, DOUG
NBC—Date with Judy, Noah Webster Says, Bob Burns Show
GOVE, ELLIOTT
WSYR, Syracuse, N. Y.
GOWEN, CHET
KTHT, Houston, Texas
GRACEY, BILL
KTKC, Visalia, Calif.
GRADY, JACK
KFRE, Fresno, Calif.
GRAHAM, FRANK
NBC—Johnny Presents Ginny Simms
GRAHAM, DON R.
KVOA, Tucson, Ariz.
GRAHAM, ROLAND
WINX, Washington, D. C.
GRAHAM, RONALD
WLEU, Erie, Pa.
GRAUER, BEN
ABC—Walter Winchell
NBC—General Motors Symphony of the Air
GRAY, CLIFF
WSPA, Spartanburg, S. C.
GRAY, HIATUS
WSBC, Chicago, Ill.
GREBE, FREDERICK H.
WHAI, Greenfield, Mass.
GREEN, MILTON
WGH, Newport News, Va.
GREEN, WILLIS
KPQ, Wenatchee, Wash.

Judson Philips, Anton M. Leader, Dan Seymour

Producers of

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A MUTUAL BROADCASTING SYSTEM feature program presented in cooperation with the editors of NEWSWEEK MAGAZINE each Thursday night at ten

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PERRY WARD

"WHAT'S DOIN' LADIES?"

ABC—Mon. Thru Fri.

2:30 p.m. P.S.T.

GREENBERG, HAROLD
WKAR, East Lansing, Mich.
GREENE, RICHARD
WJTN, Jamestown, N. Y.
GREENHOOD, CHARLES
WNOX, Knoxville, Tenn.
GREENHOW, THOMAS
KGO, San Francisco, Calif.
GREENLAW, SHERWIN
WLNH, Laconia, N. H.
GREER, BEN
KSAL, Salina, Kan.
GREGORY, DICK
KTHT, Houston, Texas
GRENHAU, BEN
KFDM, Beaumont, Texas
GRIFFIN, DAN
WGTM, Wilson, N. C.
GRIFFITH, JIMMY
KFDM, Beaumont, Texas
GRIFFIN, JOHN A.
KABR, Aberdeen, S. Dak.
GRIGGS, JOHN
MBS—House of Mystery
GRIMM, SHERMAN
WPAR, Parkersburg, W. Va.
GROBE, ALBERT A.
WQXR, New York, N. Y.
GROHMAN, JAMES
WFPB, Atlantic City, N. J.
GROSS, BOB
WFIL, Philadelphia, Pa.
GROUT, HAROLD
WDEV, Waterbury, Vt.
GROVE, HARRY
KCMO, Kansas City, Mo.
GROVE, ROY
WTTM, Trenton, N. J.
GROVER, JOHN
KPO, San Francisco, Calif.
GROVES, FRANK
KALE, Portland, Ore.
GRUHN, RUHI
KECA, Los Angeles, Calif.
GUERIN, BEN
KFUN, Las Vegas, N. M.
GULLER, JACK
WSSV, Petersburg, Va.
GUNN, REX
KORE, Eugene, Ore.
GUTHERIE, BILL
WTAW, College Station, Texas
GUTTORMSEN, NORVEL
WMOB, Mobile, Ala.
GUY JR., AUBREY E.
WMC, Memphis, Tenn.
GUY, BILL
KTHT, Houston, Texas
GYNAN, EARL
WLAW, Lawrence, Mass.

— H —

HAASER, CHARLES
WDRC, New Haven, Conn.
HACKMEYER, IRVING
WMEX, Boston, Mass.
HADFIELD, BEN
WNAC, Boston, Mass.
HADLEY, PAUL
WHCU, Ithaca, N. Y.
HADLOCK, JIM
KGER, Long Beach, Calif.
HAFNER, GEORGE
WHAM, Rochester, N. Y.
HAGEMAN, HAROLD
WADC, Akron, Ohio
HAGEMAN, JIMMY
WCHV, Charlottesville, Va.
HAHN, BILL
WNAC, Boston, Mass.
HAITEMA, MILTON
WKAR, East Lansing, Mich.
HALCOM, DOC
KRGV, Weslaco, Texas
HALE, ARTHUR
MBS—Arthur Hale—Your Richfield Reporter
HALE, CECIL
WSAI, Cincinnati, Ohio
HALE, GEORGIA
KVOS, Bellingham, Wash.
HALEY, HERB
KGO, San Francisco, Calif.
HALL, HAYNIE
KXYZ, Houston, Texas
HALL, HEDLEY
KMYC, Marysville, Calif.
HALL, La FAWN
KRBC, Abilene, Texas
HALL, MARTHA
WSFA, Montgomery, Ala.
HALLIGAN, JOHN
KVFD, Fort Dodge, Iowa
HALLOCK, MEL
KWYO, Sheridan, Wyo.
HALLOCK, WILES
WLEU, Erie, Pa.
HALLORAN, JOHN
WMAL, Washington, D. C.
HALVERSON, PAT
WFAA, Dallas, Texas
HAM, SAMUEL C.
WKBB, Dubuque, Iowa

PIERRE ANDRE

Announcing
A.B.C.

BERNARD DUDLEY

Now serving with the
U. S. Armed Forces

HAMILTON, GENE
ABC—Professor Quiz, Beautiful Music, The News And Sports, John B. Kennedy News
HAMILTON, JOE
WLBJ, Bowling Green, Ky.
HAMMOND, FRED
WWL, New Orleans, La.
HAMPTON, RAWLS
WFAS, White Plains, N. Y.
HANCOCK, DON
NBC—Woman of America, Harvest of Stars
MBS—The Shadow
HANDCOCK, HOWARD, JR.
WRHI, Rock Hill, S. C.
HANDRICH, F.
WNYC, New York, N. Y.
HANES, ROBERT
WGY, Schnectady, N. Y.
HANLEY, LORRAINE
WROK, Rockford, Ill.
HANNAMAN, GEORGE
WMRC, Greenville, S. C.
HANSEN, ROY
WDRC, New Haven, Conn.
HANSEN, VERN
WTOP, Washington, D. C.
HANSON, HOWARD
WHBY, Appleton, Wis.
HAPGOOD, ARTHUR
KVEC, San Luis Obispo, Calif.
HARBER, HARRY
WFAA, Dallas, Texas
HARDEN, FRANCIS
WGST, Atlanta, Ga.
HARDEN, FRANK
WGTM, Wilson, N. C.
HARDEN, TED
KUTA, Salt Lake City, Utah
HARDIE, JAMES
WRNL, Richmond, Va.
HARDING, BARBARA
WMVA, Martinsville, Va.
HARE, HOBARD
KALB, Alexandria, La.
HARGREAVES, BERNIE
WLEE, Richmond, Va.
HARMS, FRANK
WITH, Baltimore, Md.
HARPEL, BILL
KHJ, Hollywood, Calif.
HARPER, FRED
WSAI, Cincinnati, Ohio
HARRIER, BOYD
WGH, Newport News, Va.
HARRINGTON, JOHN
KTAR, Phoenix, Ariz.
HARRIOT, RICHARD
KPAB, Laredo, Texas
HARRICE, CY
MBS—Quick As A Flash
HARRIS, ARTHUR
WTAG, Worcester, Mass.
HARRIS, BOB
KLZ, Denver, Colo.
HARRIS, BOB
WMCA, New York, N. Y.
HARRIS, SI
NBC—The RCA Victor Show
HARRISON, WILLIAM
ABC—Boston Symphony Orchestra
HARRISS, DAVE
WNHC, New Haven, Conn.
HARRY, MARSHALL
KFSG, Los Angeles, Calif.
HART, JULIUS
WIBM, Jackson, Mich.
HART, MAURICE
WNEW, New York, N. Y.
HARTRICK, GEORGE
WCOP, Boston, Mass.
HARTMAN, BASIL
WFHR, Wisconsin Rapids, Wis.
HARTMAN, ERNEST
WSRR, Stamford, Conn.
HARVEY, KING
KBST, Big Spring, Texas
HAVENS, PAUL
WGL, Fort Wayne, Ind.
HAWORTH, BILL
NBC—College of Musical Knowledge
HAY, CHARLES
KFXJ, Grand Junction, Colo.
HAYDEN, JIM
KLO, Ogden, Utah
HAYES, EARL
KVOX, Moorhead, Minn.
HAYES, GLENN
WBML, Macon, Ga.
HAYES, JOSEPH
WOLF, Syracuse, N. Y.
HAYNES, DICK
KMOX, St. Louis, Mo.
HAYSTEAD, JOE
KOOS, Coos Bay, Ore.
HAYWARD, BOB
KVI, Tacoma, Wash.
HAYWARD, BRUCE
KWK, St. Louis, Mo.
HAYWOOD, GEORGE
WCOP, Boston, Mass.
HAYWARD, M.
WNYC, New York, N. Y.
HAYWOOD, GEORGE
WHFC, Cicero, Ill.
HAYWORTH, HERB
WOWO, Fort Wayne, Ind.
HAZELTON, FRANK
WTAL, Tallahassee, Fla.
HEAD, BYRON
KOIL, Omaha, Neb.
HEALD, ELLIOT
WRWF, Gainesville, Fla.
HEALY, CHARLES
WKIP, Poughkeepsie, N. Y.
HEALY, DANIEL
WBRK, Pittsfield, Mass.
HEATH, HAROLD
WOC, Davenport, Iowa
HEDGEPETH, BILL
WAPO, Chattanooga, Tenn.
HEISS, ROBERT
WTMJ, Milwaukee, Wis.
HEITIN, JAY
WHYN, Holyoke, Mass.
HELGESEN, RAY
KTUC, Tucson, Ariz.
HEMINGWAY, FRANK
HENDERSON, MAX
WTCN, Minneapolis, Minn.
HENDERSON, SAMUEL G.
WGAN, Portland, Me.
HENDRICKS, JIM
KFPW, Fort Smith, Ark.
HENDRICKS, PHIL C.
KOAM, Pittsburg, Kans.
HENDRIX, CLIFF
KGHF, Pueblo, Colo.
HENKES, JOHN
KGNC, Amarillo, Texas
HENLEY, HAROLD
WPOI, Bristol, Tenn.
HENNESSY, ED J.
WRBL, Columbus, Ga.
HENNING, HAROLD
WKIP, Poughkeepsie, N. Y.
HENRICK, WALTER
WGAR, Cleveland, Ohio
HENRY, ED.
KRIC, Beaumont, Texas
HENRY, MICHAEL
WTMV, E. St. Louis, Ill.
HENRY, RALPH
WBLK, Clarksburg, W. Va.
HENSON, PAUL
WMOH, Hamilton, Ohio
HERLIHY, ED.
NBC—Horn & Hardart Hour, Raleigh Room
HERMAN, CHARLES
WLAV, Grand Rapids, Mich.
HESS, BOB
KBTM, Jonesboro, Ark.
HESS, GENE
KIT, Yakima, Wash.
HESS, HERBERT
KFPY, Spokane, Wash.
HETHERINGTON, KEITH
KMPC, Los Angeles, Calif.
HEYDE, BUDD
KPO, San Francisco, Calif.
HEYER, MYRON
WROX, Clarksdale, Miss.
HICKMAN, JOHN EARL
KSUN, Bisbee, Ariz.
HICKOK, JOHN T.
WHAI, Greenfield, Mass.
HICKOX, RICHARD
WLAW, Lawrence, Mass.
HICKS, BOB
KANS, Wichita, Kan.
HICKS, JOE
WLBJ, Bowling Green, Ky.
HICKS, JOHN
WBML, Macon, Ga.
HIGBEE, ARTHUR
KSUB, Cedar City, Utah
HIGGINS, MAURICE
KYUM, Yuma, Ariz.
HIGHTOWER, BILL
WNLC, New London, Conn.
HILL, BILL
KARK, Little Rock, Ark.
HILL, DON
WHIT, New Bern, N. C.
HINKLE, EDWIN
WWJ, Detroit, Mich.
HINKLEY, HARRY JR.
WHP, Harrisburg, Pa.
HINRICHS, GENE
WIS, Columbia, S. C.
HITES, WARREN
WIS, Columbia, S. C.
HOBART, CHARLES
WSYR, Syracuse, N. Y.
HOGAN, GEORGE
WOR, New York, N. Y.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLDER, HOWARD
WOC, Davenport, Iowa
HOLIFIED, FRANK
WFOR, Hattiesburg, Miss.
HOLLAND, BILL
KYSM, Mankato, Minn.
HOLLANDSWORTH, DENNIS
WJLS, Beckley, W. Va.
HOLLEMAN, JERRY
KHAS, Hastings, Neb.
HOLLOWAY, DICK
WTRC, Elkhart, Ind.
HOLMAN, KNOX
WAIM, Anderson, S. C.
HOLMES, BOB
WHAI, Greenfield, Mass.
HOLMES, CHARLOTTE
WDEV, Waterbury, Vt.
HOLMES, LEE
WSFA, Montgomery, Ala.
HOLMES, TED
WBRK, Pittsfield, Mass.
HOLSTE, RAY
KLX, Oakland, Calif.
HOLTMAN, JOHN
WMAQ, Chicago, Ill.
HOLTZ, THOMSON
WOW, Omaha, Neb.

HOOPER, CHESLEY
WGAA, Cedartown, Ga.
HOOVER, DON
WJMS, Ironwood, Mich.
HOPKINS, DON
WIBW, Topeka, Kan.
HOPKINS, JOHN D.
KFJZ, Fort Worth, Texas
HORAN, ART
WATR, Waterbury, Conn.
HORN, ROBERT
WIP, Philadelphia, Pa.
HORNER, JACK
KSAL, Salina, Kan.
HOULIHAN, BILL
WGIL, Galesburg, Ill.
HOUSH, MERLE
WIBW, Topeka, Kan.
HUBER, DICK
KSO, Des Moines, Iowa
HUBER, RUSSELL
WKBH, La Crosse, Wis.
HUDSON, TOM
NBC—The Teentimer Club
HUEBNER, PAUL
KWG, Stockton, Calif.
HUFF, OSCAR
WLAP, Lexington, Ky.
HUFFACKER, DON
KWYO, Sheridan, Wyo.
HUGHES, MARTIN
WIOD, Miami, Fla.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HUMBERT, BILL
WSAZ, Huntington, W. Va.
HUNT, JOE
WRDW, Augusta, Ga.
HURLEY, JOHN
WRC, Washington, D. C.
HURST, WILSON
KWFC, Hot Springs, Ark.
HURST, ED
WFPB, Atlantic City, N. J.
HUSE, BOB
WLLH, Lowell, Mass.
HUSSEY, TOM
WNAC, Boston, Mass.
HUTTON, ROBERT
WSUN, St. Petersburg, Fla.
HYDE, DON
WOWO, Fort Wayne, Ind.
HYLAND, BRENOCK
WIBX, Utica, N. Y.
HYLAND, DANIEL
WAAB, Worcester, Mass.

— I —

IDE, CARLTON
KDKA, Pittsburgh, Pa.
IMMLER, JANET BAKER
KALB, Alexandria, La.
INGHAM, BOB
WTMV, E. St. Louis, Ill.
INGRAM, BILL
WHBL, Sheboygan, Wisc.
IRISH, JACK
MBS—Real Stories from Real Life
IRVING, BOB
WSAI, Cincinnati, O.
IRVING, CHARLES
MBS—Adventures Of Bulldog Drummond.
IRWIN, GEORGE
KFJZ, Forth Worth, Texas.
ISAAC, ROSE
WJMS, Ironwood, Mich.

— J —

JACKSON, CARROL F.
WROX, Clarksdale, Miss.
JACKSON, JAMES M.
KOAC, Corvallis, Ore.
JACKSON, JOE
WFDF, Flint, Mich.
JACKSON, SANDY
KBON, Omaha, Neb.
JACO, BILL
KRRV, Sherman, Texas
JACOBS, THOMAS B.
KTRH, Houston, Tex.
JAEGER, JOHN
WNEW, New York, N. Y.
JAMES, HERB
KXEL, Waterloo, Ia.
JAMES, HUGH
NBC—The Voice of Firestone
ABC—Famous Jury Trials
JAMES, OWEN
ABC—Hollywood Radio Life.
JAMES, RALPH
KPRO, Riverside, Calif.
JARRETT, STEVE
WLEU, Erie, Pa.
JARROTT, HOWARD
WSAV, Savannah, Ga.
JARVIN, GEORGE
KDAL, Duluth, Minn.
JARVIS AL
KFWB — Make Believe Ballroom
JASPER, ALAN
WGBB, Freeport, N. Y.
JEFFEREY, BILL
WTOP, Washington, D. C.
JENKINS, BILL
WTOP, Washington, D. C.
JENKINS, BOB
KONO, San Antonio, Tex.
JENKINS, ED
WFOR, Hattiesburg, Miss.
JENNINGS, H. J.
WQBC, Vicksburg, Miss.
JENSEN, LEIF
WELI, New Haven, Conn.
JEROME, MEL
WJLB, Detroit, Mich.
JOHNSON, ARNOLD
WIBC, Indianapolis, Ind.
JOHNSON, A. W.
KVOA, Tucson, Ariz.
JOHNSON, EDDIE
WGAC, Augusta, Ga.
JOHNSON, GEORGE
WCCO, Minneapolis, Minn.
JOHNSON, GORDON
WFAA, Dallas, Tex.
JOHNSON, MARTIN
WMSL, Decatur, Ala.
JOHNSON, NEAL
WMBH, Joplin, Mo.
JOHNSON, OTTO
WMFG, Hibbing, Minn.
JOHNSON, OWEN
WAGA, Atlanta, Ga.
JONES, AL
WRR, Dallas, Tex.
JONES, ARTHUR T.
KXOK, St. Louis, Mo.
JONES, BILL
KLZ, Denver, Colo.
JONES, DON
KGVO, Missoula, Mont.
JONES, DUANE
WILL, Urbana, Ill.
JONES, HOWARD C.
WIP, Philadelphia, Pa.
JONES, LEE
KLZ, Denver, Colo.
JONES, PAUL
KGB, San Diego, Calif.
JONES, ROBERT
WBAL, Baltimore, Md.
JONES, WES
KTBS, Shreveport, La.
JONTRY, CLARK
WJBC, Bloomington, Ill.
JORDAN, MARK
KGO, San Francisco, Calif.
JORDAN, MURRAY
WLIB, New York, N. Y.
JORDAN, OWEN
CBS—Bob Hawk Show
JORGENSON, FRED
KPO, San Francisco, Calif.
JOY, DICK
CBS—Danny Kaye Show
KCMJ, Palm Springs, Calif.
JULIAN, BERT
WISH, Indianapolis, Ind.

— K —

KADELL, CARLTON
KLO, Ogden, Utah
NBC—Amos 'n' Andy
KAIMAN, LAMBERT
KMOX, St. Louis, Mo.
KARNSTEDT, CAL
KSTP, St. Paul, Minn.
KASSER, E.
WNER, Chicago, Ill.
KAUFMAN, ROBERT
WISR, Butler, Pa.
KAUFMAN, GEORGE
KOTA, Rapid City, S. D.
KAVANAUGH, TOM
KNOE, Monroe, La.
KAY, ARTY
WHOT, South Bend, Ind.
KAY, HARRY
KSRO, Santa Rosa, Calif.
KAY, JOHNNY
WSLB, Odgensburg, N. Y.
KEARNEY, GERALD
WFEA, Manchester, N. H.
KEARNS, BOB
WIBW, Topeka, Kans.
KEATING, LARRY
ABC—Murder Will Out, County Fair
NBC—Tommy Dorsey
KEEFE, TOM
WCAE, Pittsburgh, Pa.
KEELER, DAN
KSL, Salt Lake City, Utah
KEELING, CHARLES
KSAM, Huntsville, Tex.
KEEN, BILL
KGKY, Scottsbluff, Neb.
KEITH, LARRY F.
WSGN, Birmingham, Ala.
KELEHAN, JIM
KRNT, Des Moines, Ia.
KELFORD, TREVOR
KXEL, Waterloo, Ia.
KELLER, ERNEST
WSM, Nashville, Tenn.
KELLER, FREDERICK
WBEN, Buffalo, N. Y.
KELLY, JOHN
KLO, Ogden, Utah
KELLY, PATRICK J.
WEAF, New York, N. Y.
KELLY, WARREN
WJR, Detroit, Mich.
KEMP, EDWARD
WJR, Detroit, Mich.
KENLO, JOHNNY
KALB, Alexandria, La.
KENNEDY, DALE
MBS — Victor H. Lindlahr, Richard Maxwell—Hymns You Love

KENNEDY, JOHN M.
ABC—Remember Hour
KENNEDY, ROBERT
WATW, Ashland, Wis.
KENNEDY, WARREN
WDSU, New Orleans, La.
KENNEY, FRED
WLEE, Richmond, Va.
KENNINGTON, B. L.
KVSF, Santa Fe, N. M.
KENNON, CHRIS K.
KWKH, Shreveport, La.
KENNY, H. B.
WSSV, Petersburg, Va.
KENSINGER, GLEN
WMBD, Peoria, Ill.
KENT, JOHN
WWL, New Orleans, La.
KENT, STEVE
WTTM, Trenton, N. J.
KER, ALFRED M., JR.
WHBQ, Memphis, Tenn.
KERN, BRUCE
WTIC, Hartford, Conn.
KERRIGAN, JACK
WHO, Des Moines, Ia.
KERWOOD, ORIE
KMMJ, Grand Island, Neb.
KESSENICK, JACK
WOSH, Oshkosh, Wisc.
KESTER, WARREN
WMT, Cedar Rapids, Ia.
KETTLE, GEORGE
KGIW, Alamosa, Col.
KEYES, EARL
WFPB, Atlantic City, N. J.
KIBBY, GORDON
WLAV, Grand Rapids, Mich.
KICK, W. O.
WTOC, Savannah, Ga.
KIDD, WILLIAM
WHNC, Henderson, N. C.
KIENZLE, GEORGE
WHP, Harrisburg, Pa.
KING, DEL
KMOX, St. Louis, Mo.
KING, FULTON
WTON, Staunton, Va.
KING, JOHN REED
ABC—The Sheriff
KIPPEN, JAMES
KHQ, KGA, Spokane, Wash.
KIRBY, JIMMY
WGST, Atlanta, Ga.
KIRBY, KLEVE
WMAQ, Chicago, Ill.
KIRBY, LEE
WBT, Charlotte, N. C.
KNIGHT, BOB
KWIL, Albany, Ore.
KNIGHT, FRANK
WOR, New York, N. Y.
KNOTT, JACK
WIS, Columbia, S. C.
KNUTSON, DARRYL
WDSM, Superior, Wis.
KNUTSON, HAROLD
KUOM, Minneapolis, Minn.
KNUTSON, MILO
KFBI, Wichita, Kans.
KOBERNAT, RALPH
WSAM, Saginaw, Mich.
KOEHLER, VICTOR
KGMB, Honolulu, T. H.
KOESTER, TONY
KFBK, Sacramento, Calif.
KOHLMAN, ERNEST
KFBI, Wichita, Kans.
KOLSKY, ROBERT
WJMC, Rice Lake, Wisc.
KOONS, ROBERT
KMO, Tacoma, Wash.
KOPP, Le ROY
KQW, San Jose, Calif.
KOSCHMAN, MARTIN
KFPY, Spokane, Wash.
KOSKI, LEVI
WHDF, Calumet, Mich.
KOSUT, HAL
WPAT, Paterson, N. J.
KOVACS, ERNIE
WTTM, Trenton, N. J.
KRUPP, ROGER
ABC—David Harding, Counter-spy
KRUYER, PAUL
WSBT, South Bend, Ind.
KULT, ERWIN
KELO, Sioux Falls, S. Dak.
KUNIN, ELIOT
WAAB, Worcester, Mass.
KUNKEL, BRUCE
WCAO, Baltimore, Md.
KURZENKNABE, DONALD J.
KVO, Colorado Springs, Colo.

— L —

LACKARD, JAMES
WDEV, Waterbury, Vt.
LA COM, ALEX
KFIO, Spokane, Wash.
LA COSTA, AL
KONO, San Antonio, Tex.
LA FRANCE, LOUIS
WWRL, Woodside, N. Y.
LA FRANCHISE, CHARLES
KALE, Portland, Ore.
La FRANO, TONY
KHJ, Los Angeles, Calif.
LAGEMAN, LOUIS
WCMI, Ashland, Ky.
LAING, JOHN
NBC—Sealtest Village Store, The Great Gildersleeve
LAKE, BERRY
WHO, Des Moines, Ia.
LAMB, JAY HUGH, JR.
WRLD, West Point, Ga.
LAMB, LESLIE
WJHL, Johnson City, Tenn.
LANCTOT, CLIFFORD
WEW, St. Louis, Mo.
LANDFEAR, DEAN
WMT, Cedar Rapids, Ia.
LANDRY, JAMES
WDSU, New Orleans, La.
LANE, BILL
WBIR, Knoxville, Tenn.
LANE, VANCE
KGER, Long Beach, Calif.
LASHBROOK, ROBERT
WHOT, South Bend, Ind.
LASHER, SID
WHAM, Rochester, N. Y.
LATHROP, BRUCE
KSAN, San Francisco, Calif.
LATIMER, TOM
KMPC, Los Angeles, Calif.
LATTING, BOB
ABC—Constance Bennett
LAUBE, RAY
KDTH, Dubuque, Ia.
LAUGHNER, ROL
KTAR, Phoenix, Ariz.
LAWRENCE, JACK C.
WGIL, Galesburg, Ill.
LAWRENCE, MARK
WPAT, Paterson, N. J.
LAWTON, CHARLES
WMGA, Moultrie, Ga.
LAYTON, WILLIAM
ABC—Ford Sunday Evening Hour
LEACH, ROBERT
WBAB, Atlantic City, N. J.
LEAFER, WOODROW
WQXR, New York, N. Y.
LEE, BOB
KORN, Fremont, Nebr.
LEE, CARROLL S.
WRLC, Toccoa, Ga.
LEE, DAVID
WIBC, Indianapolis, Ind.
LEE, DICK
WHBU, Anderson, Ind.
LEE, DON
WFCI, Pawtucket, R. I.
LEE, FRANK
KVOL, Lafayette, La.
LEE, HARRY W.
WMFD, Wilmington, N. C.
LEE, JAMES H.
KYUM, Yuma, Ariz.
LEE, JOSEPH C.
KOVO, Provo, Utah
LEE, MEL
WJRD, Tuscaloosa, Ala.
LEE, ROBERT E.
WMAM, Marinette, Wis.
LEE, TED
WOWO, Fort Wayne, Ind.
LEE, TED
WFCI, Pawtucket, R. I.
LEE, THOMAS
KOVO, Provo, Utah
LEE, WILLIAM P.
WLAK, Lakeland, Fla.
LEEDS, DAVID
WMCA, New York, N. Y.
LEEFERS, ROBERT
WMT, Cedar Rapids, Ia.
LE FEVRE, NED
WMAQ, Chicago, Ill.
LEISURE, CLARENCE
KPO, San Francisco, Calif.
LELY, JEAN T.
KVOA, Tucson, Ariz.
LEMON, LEE
KRRV, Sherman, Tex.
LENDY, JULIAN
KFUN, Las Vegas, N. M.
LEON, JACK
WOMT, Manitowoc, Wisc.
LEONARD, PAT
WTMA, Chaleston, S. C.
LESLIE, JOHN
WOW, Omaha, Neb.
LESTER, GRANT
WALB, Albany, Ga.
LESTER, TOM
WESX, Salem, Mass.
LESTER, WILLIAM
KOY, Phoenix, Ariz.
LE-TOURNEAU, ART
KIDO, Boise, Id.
LEVAS, MILTON
KXA, Seattle, Wash.
LEVERTON, O. M.
WSAU, Wausau, Wisc.
LEVEY, MARVIN
WFDF, Flint, Mich.
LEVITT, STAN
KSAN, San Francisco, Calif.
LEWIS, HENRY
KOAM, Pittsburg, Kans.
LEWIS, JACK
WMBG, Richmond, Va.
LEWIS, JOHN
WCAO, Baltimore, Md.
LEWIS, RALPH
WTAD, Quincy, Ill.
LEWIS, ROBERT Q.
WHN, New York, N. Y.
LEYDEN, WILLIAM
KMPC, Los Angeles, Calif.
LINDER, MORTON L.
WSBT, South Bend, Ind.
LINDSAY, A. W.
KXRO, Aberdeen, Wash.
LINDSAY, WILSON
WILM, Wilmington, Del.

LINFOOT, VICTOR
WWJ, Detroit, Mich.
LINGO, TED
WTOP, Washington, D. C.
LINKOUS, MELVIN
WSLS, Roanoke, Va.
LINN, J. B.
KGNC, Amarillo, Tex.
LINTHICUM, WALTER
WBAL, Baltimore, Md.
LIPKER, CHARLES H.
WFIN, Findlay, O.
LIPPENCOTT, ELLWOOD
KELA, Centralia, Wash.
LISSER, ALAN
KFRC, San Francisco, Calif.
LITTELL, PATTI
KDKA, Pittsburgh, Pa.
LITTERAL, RON
KTEM, Temple, Tex.
LITTLE, EDWARD
WHLD, Niagara Falls, N. Y.
LIVELY, LEE
WSAP, Portsmouth, Va.
LIVESEY, GEORGE
WGVO, Missoula, Mont.
LLOYD, VINCE
WMBD, Peoria, Ill.
LOCKE, C. STANLEY
KWSC, Pullman, Wash.
LOCKHART, HARRY
KTHS, Hot Springs, Ark .
LOFTFIELD, KEITH
KTUC, Tucson, Ariz.
LOHMEIER, WILLIAM
WHBF, Rock Island, Ill.
LOKEY, FRANK
WNOX, Knoxville, Tenn.
LONG, HARRY
KVI, Tacoma, Wash.
LONG, JOE B., JR.
WROL, Knoxville, Tenn.
LONG, KENNETH B.
WGAN, Portland, Me.
LONG, MATHEW
KGB, San Diego, Calif.
LONG, PAUL
KWKH, Shreveport, La.
LONG, THEODORE
KMJ, Fresno, Calif.
LORANGER, WILLIAM F.
WSAM, Saginaw, Mich.
LORING, JAMES
WATL, Atlanta, Ga.
LOUDON, GORDON
WWL, New Orleans, La.
LOUDEN, VERN
KALL, Salt Lake City, Utah
LOWE, JACK
WWDC, Washington, D. C.
LOWELL, KENNETH
KTSM, El Paso, Tex.
LOYD, KEITH
KVOP, Plainview, Tex.
LOYD, KEITH
KFDA, Amarillo, Tex.
LUCAS, BEN
WDAK, Columbus, Ga.
LUCE, DEAN
WDRC, New Haven, Conn.
LUDLAM, KENNEDY
WRC, Washington, D. C.
LUDLOW, EAN J.
KOVO, Provo, Utah
LUEDEKE, HARRY
WMBD, Peoria, Ill.
LUKENS, ERNEST
WKOK Sunbury, Pa.
LUTHER, PAUL
ABC—The Listening Post
LYBECK, DEAN
WJMC, Rice Lake, Wisc.
LYNAGH, JAMES
WEEU, Reading, Pa.
LYNAR, DON
WMIS, Natchez, Miss.
LYON, BERT
KABR Aberdeen, S. Dak.
LYON, CHARLES
WMAQ, Chicago, Ill.
LYONS, JOHN
WSAR, Fall River, Mass.
LYTTLE, EVAN
KWAL, Wallace, Id.

— M —

MABRY, BOB
WFDF, Flint, Mich.
MacCORMACK, FRANKLYN
ABC—Hymns Of All Churches
MacDONALD, P. L.
WEEI, Boston, Mass.
MacINTOSH, RAYMOND
WHBY, Appleton, Wisc.
MacINTYRE, HAL
KCMJ, Palm Springs, Calif.
MACK, BILL
WEDC, Chicago, Ill.
MACK, JOHN
WSNJ, Bridgeton, N. J.
MacKAY, KENDALL
WTHT, Hartford, Conn.
MACKINTOSH, BILL
KYA, San Francisco, Calif.
MacLEAN, JOHN
WHEC, Rochester, N. Y.
MADELEY, ART
WGBR, Goldsboro, N. C.
MAEL, MERRILL E.
KSFO, San Francisco, Calif.
MAGNER, WILLIAM
KOTA, Rapid City, S. D.
MAHANEY, ROBERT
WIBX, Utica, N. Y.
MAHONEY, BILL
KGHF, Pueblo, Colo.
MAKI, BILL
WJMS, Ironwood, Mich.
MALLOW, JOHN
WGN, Chicago, Ill.
MBS—Freedom Of Opportunity
MALLOY, LES
KYA, San Francisco, Calif.
MALONE, DON
KHUB, Watsonville, Calif.
MALONEY, VIN
WNAC, Boston, Mass.
MANEFEE, ALLAN
KVAK, Atchison, Kans.
MANLOVE, DUDLEY
KPO, San Francisco, Calif.
MANN, CARL
KTBC, Austin, Texas
MANNING, BILL
WHP, Harrisburg, Pa.
MANNING, DAVE
KXLA, Pasadena, Calif.
MANNING, MAJOR KNOX
MANSFIELD, LAWRENCE
W1OD, Miami, Fla.
MARK, EARNEST
WHGB, Harrisburg, Pa.
MARKS, GARNET
MARLOW, MICHAEL
WWSW, Pittsburgh, Pa.
MARMION, HARRY
KFDM, Beaumont, Tex.
MARRIOTT, GEORGE
WRBL, Columbus, Ga.
MARSHALL, JERRY
WNEW, New York, N. Y.
MARSTON, ALBERT O.
KFXM, San Bernardino, Calif.
MARTA, JOHN A.
WDSM, Superior, Wisc.
MARTIN, BOB
WOR, New York, N. Y.
MARTIN, CARL
WIL, St. Louis, Mo.
MARTIN, DAVE
WRUF, Gainesville, Fla.
MARTIN, ED
KCKN, Kansas City, Mo.
MARTIN, FRANK
NBC—Everything For The Boys
MARTIN, GLEN
KLZ, Denver, Colo.
MARTIN, HARRY
WFBM, Indianapolis, Ind.
MARTIN, HARRY
WLAG, LaGrange, Ga.
MARTIN, JACK
WCAE, Pittsburgh, Pa.
MARTIN, JACK
WKBH, La Crosse, Wisc.
MARTIN, LOU
KOAM, Pittsburgh, Kans.
MARTIN, RICHARD
WCMI, Ashland, Ky.
MARTIN, R. N.
WHBQ, Memphis, Tenn.
MARTIN, SAM
KUOA, Siloam Springs, Ark.
MARTIN, THOMAS
WSAJ, Grove City, Pa.
MARTIN, WILLIAM
WHP, Harrisburg, Pa.
MARS, PETER A.
WKLA, Ludington, Mich.
MASON, BILL
WOC, Davenport, Ia.
MATHER, CHARLES E.
WSFO, San Francisco, Calif.
MATHIS, LYLE
KVOV, Redding, Calif.
MATTERN, DON
WTTM, Trenton, N. J.
MAXSON, JACK
KFXM, San Bernardino, Calif.
MAXWELL, CHARLES E.
WGBS, Miami, Fla.
MAXWELL, TOM
WGST, Atlanta, Ga.
MAY, GEORGE
WFDF, Flint, Mich.
MAYBRY, BOB
KXO, El Centro, Calif.
MAYER, WILLIAM
WGAR, Cleveland, O.
MAYNES, JAMES
WRNL, Richmond, Va.
MAYHEW, WILLIAM
WBEN, Buffalo, N. Y.
MAYO, SEAMAN A.
KPLC, Lake Charles, La.
McADAMS, LON
KMJ, Fresno, Calif.
McAFEE, RAY
WMBI, Chicago, Ill.
McALLISTER, DON
WDBO, Orlando, Fla.
McBRIDE, ROBERT
KWBU, Corpus Christi, Tex.
McCAIN, BILL
WAGA, Atlanta, Ga.
McCALL, DON
KHJ, Hollywood, Calif.
McCALL, FRED
SGY, Schenectady, N. Y.
McCANN, DICK
KBON, Omaha, Neb.
McCANN, TOM
WSAI, Cincinnati, O.
McCARRELL, R. L.
KPLT, Paris, Tex.
McCARTNEY, DICK
WKNY, Kingston, N. Y.
McCARTHY, PAT
KVOV, Redding, Calif.

McCARTHY, DICK
KUOA, Siloam Springs, Ark.

McCARTY, CHAN
WAJR, Morgantown, W. Va.

McCLANAHAN, STEELE
WPGS, Harlingen, Tex.

McCLURE, ROLAND
KBND, Bend, Ore.

McCORMACK, C. L.
WGBS, Miami, Fla.

McCOY, O. B.
KRBC, Abilene, Tex.

McCOY, RONNIE
KFEL, Denver, Colo.

McCROSKEY, DON
KTBI, Tacoma, Wash.

McCULLOUGH, DAN
WOR, New York, N. Y.
MBS—Superman

McCUNE, DON
KRSC, Seattle, Wash.

McDANIELS, DICK
KTSW, Emporia, Kans.

McDONALD, AL
WTMA, Charleston, S. C.

McDONALD, HERB
KGHF, Pueblo, Colo.

McELROY, JACK
ABC—Bride & Groom

McELVEEN, MOODY
WCOS, Columbia, S. C.

McEWAN, ROBERT
KXLA, Pasadena, Calif.

McFARLAN, CHARLES
KENO, Las Vegas, Nev.

McFARLAND, OWEN
WMCA, New York, N. Y.

McGEEHAN, PAT
NBC—Abbott & Costello Program

McGEHEE, GENE
KFH, Wichita, Kans.

McGINLEY, JOE
WKIX, Columbia, S. C.

McGOVERN, BILL
KROW, Oakland, Calif.

McGRATH, JIM
WWDC, Washington, D. C.

McGRATH, PAUL
MBS—Ilka Chase

McGUIRE, RAY
WNOE, New Orleans, La.

McHAN, BILL
WJPR, Greenville, Miss.

McINTIRE, CHARLES
WMBH, Joplin, Mo.

McINTYRE, FRANK
KUTA, Salt Lake City, Utah

McINTYRE, JIMMY
WAVE, Louisville, Ky.

McKASSON, CLARENCE
KRGV, Wesloac, Tex.

McKAY, JOHN
WBNY, Buffalo, N. Y.

McKEE, BURTT, JR.
WAPI, Birmingham, Ala.

McKEE, TOM
WHEC, Rochester, N. Y.

McKEEHAN, BOB
WGKV, Charleston, W. Va.

McKELLER, DONALD
WAAB, Worcester, Mass.

McKENNA, BOB
KDKA, Pittsburgh, Pa.

McKINNDY, W. N.
KELD, El Dorado, Ark.

McKNIGHT, BOB
KYSM, Mankato, Minn.

McKNIGHT, JOHN
WMCA, New York, N. Y.

McLAUGHLIN, DON
NBC — Carnation Contented Program

McLAUGHLIN, FRANCIS
WGBI, Scranton, Pa.

McLENDON, NORWOOD
KTEM, Temple, Tex.

McMILLEN, JIM
WORD, Spartanburg, S. C.

McMORAN, LYNN V.
WLAY, Muscle Shoals, Ala.

McNAMARA, JIM
WMOB, Mobile, Ala.

McQUARRIE, HAVEN
NBC—Noah Webster Says

McWHORTER, DONALD
WMMN, Fairmont, W. Va.

MEARS, WES
KFI, Los Angeles, Calif.

MECHAM, LLOYD
KVNU, Logan, Utah

MELTON, CHARLES
WHOP, Hopkinsville, Ky.

MENDELL, ED
WAGA, Atlanta, Ga.

MENEFEE, BOB
WNEW, New York, N. Y.

MENTON, BILL
WMOB, Mobile, Ala.

MERCER, JIMMY
KPLT, Paris, Tex.

MERENS, LYMAN
WRJN, Racine, Wisc.

MERRIDEW, REG.
WGAR, Cleveland, O.

MERRILL, WILLIAM
WOI, Ames, Ia.

MERRITT, BILL
KQW, San Jose, Calif.

METCALF, MAX
WHAM, Rochester, N. Y.

MEYERS, EVE
KFUN, Las Vegas, N. M.

MEYERS, ART
WCAP, Asbury Park, N. J.

MEYERS, TED
ABC—Darts For Dough, People Are Funny

MEZGER, W. L.
WEEI, Boston, Mass.

MILBURN, DEAN
KCKN, Kansas City, Mo.

MILLER, BOB
WDGY, Minneapolis, Minn.

MILLER, C. A.
WCBS, Springfield, Ill.

MILLER, CURLY
WLS, Chicago, Ill.

MILLER, DICK
KOAM, Pittsburg, Kans.

MILLER, ELLIOTT
WDRC, New Haven, Conn.

MILLER, HAL
KYA, San Francisco, Calif.

MILLER, HAL
WNAC, Boston, Mass.

MILLER, JOE
WLVA, Lynchburg, Va.

MILLER, JOE
KXOX, Sweetwater, Tex.

MILLER, LINDY
WSAR, Fall River, Mass.

MILLER, MARVIN
ABC—The New Louella Parsons Show
NBC—Duffy's Tavern
CBS—Frank Sinatra Show, The Whistler, Billie Burke Show

MILLER, OTTO
KSLM, Salem, Ore.

MILLER, PAUL L.
WKOK, Sunbury, Pa.

MILLER, ROSS
WTIC, Hartford, Conn.

MILLER, WILLIAM
KXOK, St. Louis, Mo.

MILLERT, LARRY
WATL, Atlanta, Ga.

MILLHOUSE, GLENN E.
KGEZ, Kalispell, Mont.

MILLS, ALMA
KVRS, Rock Springs, Wyo.

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILLS, FRANK
WBAP, Fort Worth, Tex.

MINTER, LOUIS
WDBJ, Roanake, Va.

MISNER, FRANK
KNYC, Marysville, Calif.

MITCHELL, DON
WAGA, Atlanta, Ga.

MITCHELL, FRANKLIN C.
WJR, Detroit, Mich.

MITCHELL, GORDON
WSLS, Roanoke, Va.

MITCHELL, STANLEY
WNAB, Bridgeport, Conn.

MOCK, WILLIAM
KVOS, Bellingham, Wash.

MOEGLE, FRED
KWK, St. Louis, Mo.

MONROE, WILSON
KTKC, Visalia, Calif.

MONTESANO, BOB
WIBX, Utica, N. Y.

MONTGOMERY, RALPH
KOIL, Omaha, Neb.

MOORE, BILL
WINN, Louisville, Ky.

MOORE, DAVE
KWBR, Oakland, Calif.

MOORE, DICK
WIBX, Utica, N. Y.

MOORE, ED
WIOD, Miami, Fla.

MOORE, HAL
WNEW, New York, N. Y.

MOORE, TOM
MBS—Captain Midnight

MOORE, WALKER
KFJZ, Ft. Worth, Tex.

MOREY, ART
KWJJ, Portland, Ore.

MORGAN, BILL
KVOP, Plainview, Tex.

MORGAN, JOHN CARL
WINC, Winchester, Va.
MORRIS, JOHN
WLOL, Minneapolis, Minn.
MORRIS, TRUMAN
WLAP, Lexington, Ky.
MORRISON, BILL
WDZ, Tuscola, Ill.
MORRISON, BOB
KWTO, Springfield, Mo.
MORRISON, BRETT
ABC—The Listening Post
MORSE, TONY
KGO, San Francisco, Calif.
MORTENSEN, ART
KLO, Ogden, Utah
MULLINS, BERNARD
WTIC, Hartford, Conn.
MULROY, BERT
WEMP, Milwaukee, Wisc.
MUMPHREY, BOB
WNOE, New Orleans, La.
MUNCY, HUGH
KXEL, Waterloo, Ia.
MUNZELL, ADRIAN
WCSC, Charleston, S. C.
MURPHEY, C. H.
WHIS, Bluefield, W. Va.
MURPHY, BILL
KFYR, Bismark, S. D.
MURPHY, BOB
ABC—Quiz Kids
MURPHY, PAT
KADA, Ada, Okla.
MURPHY, WALTER
WINN, Louisville, Ky.
MURRAY, CHARLES
WSNJ, Bridgeton, N. J.
MURRAY, HAL
WSPA, Spartanburg, S. C.
MURRELLWRIGHT, ARTHUR
WHAM, Rochester, N. Y.
MURTOUGH, BILL
KCMJ, Palm Springs, Calif.
MYERS, E. B. (Gene) III
KNET, Palestine, Tex.

— N —

NABLE, MARIAN
WDBO, Orlando, Fla.
NABORS, TED E.
KTRH, Houston, Tex.
NANCE, BOB
KADA, Ada, Okla.
NASH, BARNES
WHIS, Bluefield, W. Va.
NASH, R. J.
KSO, Des Moines, Ia.
NATION, HERSHALL
WDOD, Chattanooga, Tenn.
NAUGHTON, RUSSELL
WDRC, New Haven, Conn.
NEAL, BOB
WGAR, Cleveland, O.
NEAL, BOB
WKRC, Cincinnati, O.
NEAL, CHARLES
WCBT, Roanoke Rapids, N. C.
NEAL, HARRY A.
WBRC, Birmingham, Ala.
NEATH, ERNEST A.
KRBM, Bozeman, Mont.
NEDIN, DICK
WKNY, Kingston, N. Y.
NELSKOG, WALT
KHQ-KGQ, Spokane, Wash.
NELSON, CYRIL
WWVA, Wheeling, W. Va.
NELSON, DAVID
WSAP, Portsmouth, Va.
NELSON, ED
KYA, San Francisco, Calif.
NELSON, GENE
KFAM, St. Cloud, Minn.
NELSON, HAROLD R.
KUOM, Minneapolis, Minn.
NELSON, HAROLD
KCMC, Texarkana, Tex.
NELSON, JIM
WIL, St. Louis, Mo.
NELSON, JOHN
ABC—Breakfast In Hollywood
NEWCOMB, HERB
ABC—The Breakfast Club
NEWELL, H. W.
WEEI, Boston, Mass.
NEWMAN, CHARLES
WCBI, Columbus, Miss.
NEWSOME, LEO A., JR.
KENO, Las Vegas, Nev.
NICKELL, GLENN E.
KUIN, Grants Pass, Ore.
NICKOLSON, JOHN
WTMC, Ocala, Fla.
NICKY, BOB
WSLI, Jackson, Miss.
NIDEVER, BRUCE
KORE, Eugene, Ore.
NIDEVER, LAURA
KORE, Eugene, Ore.
NIELSON, WILLIAM
KJBS, San Francisco, Calif.
NIETE, CHARLES
KTKC, Visalia, Calif.
NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.
NILES, DAVID
WEVD, New York, N. Y.
NILES, KEN
ABC—Darts For Dough, Jimmie Fiddler
NBC—Abbott & Costello
NILES, WENDELL
ABC—The Charlotte Greenwood Show, Hedda Hopper
NBC—The Man Called X, Bob Hope Show
CBS—Hollywood Star Time
NOBLES, TOM
WDOD, Chattanooga, Tenn.
NOLAND, GEORGE
KRRV, Sherman, Tex.
NORDEN, EARL
WHDF, Calumet, Mich.
NORMAN, DELL
KDYL, Salt Lake City, Utah
NORMAN, HAL
KFH, Wichita, Kans.
NORMAN, HORACE
WADC, Akron, O.
NOVENSON, JOE
WFIL, Philadelphia, Pa.
NUNN, VERNON
WSON, Henderson, Ky.
NUZUM, WILLIAM
WWVA, Wheeling, W. Va.

— O —

O'BRIEN, AL
WHBL, Sheboygan, Wisc.
O'CAIN, KEITH
WRJN, Racine, Wisc.
O'CONNELL, BILL
WRFF, Washington, D. C.
O'CONNOR, HARRY
KWBU, Corpus Christi, Tex.
O'CONNOR, JACK
WMBR, Jacksonville, Fla.
O'CONNOR, ROD
NBC—The Skelton Scrapbook
ABC—Glamour Manor
O'CONNOR, THOMAS
WBAL, Baltimore, Md.
ODELL, STUART
WHLN, Harlan, Ky.
OGDEN, TOM
KTMS, Santa Barbara, Calif.
O'HALLORAN, HAL
WLS, Chicago, Ill.
OHLSON, GUS
KQW, San Jose, Calif.
OLDS, DICK
KSAL, Salina, Kans.
OLESON, JIMMY
KGGM, Albuquerque, N. M.
OLIVER, WILLIAM
WMBD, Peoria, Ill.
O'NEILL, DANIEL
WEXL, Royal Oak, Mich.
O'NEILL, JIM
KORN, Fremont, Neb.
O'REILLY, JACK
WHOM, Jersey City, N. J.
O'ROARK, JOHN
KPKW, Pasco, Wash.
O'SULLIVAN, BOB
KWJB, Globe, Ariz.
O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.
OTT, BEN
KTKC, Visalia, Calif.
OVEDEN, K. R.
WEEI, Boston, Mass.
OXFORD, GEORGE
KWBR, Oakland, Calif.

— P —

PACK, MARSHALL
WSPA, Spartanburg, S. C.
PAGE, CHARLES F. A.
WSPR, Springfield, Mass.
PAGE, SAM
WNBF, Binghamton, N. Y.
PAGE, TOM
WIBX, Utica, N. Y.
PAIGE, ERIK
WJLS, Beckley, W. Va.
PALLEN, ART
WWSW, Pittsburgh, Pa.
PALMER, GEORGE
WSAI, Cincinnati, Ohio
PALMER, HARRY
WMVA, Martinsville, Va.
PALMER, LESTER
WOW, Omaha, Neb.
PALMER, NORMAN
WJIM, Lansing, Mich.

PALMER, WILLIAM
WJAC, Johnstown, Pa.
PARKER, BILL
WOC, Davenport, Iowa
PARKER, CARL
WLLH, Lowell, Mass.
PAKER, DON
WGKV, Charleston, W. Va.
PARKER, EUGENE H.
WCOU, Lewiston, Me.
PARKER, LAWRENCE M.
KFEQ, St. Joseph, Mo.
PARKER, MIMI
WPAR, Parkersburg, W. Va.
PARKER, MORRISON
KGB, San Diego, Calif.
PARKS, BERT
MBS—Rensie's Radio Auction Show
PARKS, DELMERE
WILM, Wilmington, Del.
PARKINS, BOB
KGFW, Kearney, Neb.
PARR, IMOGENE
KVRS, Rock Springs, Wyo.
PARRY, GRANT
KVNU, Logan, Utah
PARSONS, MARSHALL
WDOD, Chattanooga, Tenn.
PARTON, CLAUDE
WOLF, Syracuse, N. Y.
PASSE, LOEL
WSGN, Birmingham, Ala.
PATOFF, REGIS
WLAV, Grand Rapids, Mich.
PATRICK, ROGER
KECA, Los Angeles, Calif.
PATTERSON, CREAN
WHTD, Hartford, Conn.
PATTERSON, LYLE
WHLS, Port Huron, Mich.
PAUL, FRED
WTAR, Norfolk, Va.
PAULIN, PIERRE
KDKA, Pittsburgh, Pa.
PAULSON, AL
KOTA, Rapid City, S. D.
PAULSON, NORMAN
WDAN, Danville, Ill.
PAYNE, ALBERT W.
WHDF, Calumet, Mich.
PAYNE, ROBERT I.
WCOU, Lewiston, Me.
PEARCE, HAL
KDTH, Dubuque, Iowa
PEARSON, ED
MBS—Frank Singiser and The News
PEARSON, FORT
WMAQ, Chicago, Ill.
PECK, CLARENCE
KBIZ, Ottumwa, Iowa
PECK, EDWARD
WSPR, Springfield, Mass.
PECK, HARRY
KOIL, Omaha, Neb.
PECK, JOSEPH
KVAK, Atchison, Kans.
PECK, STEWARD
KSAL, Salina, Kan.
PEELER, ERNEST
KPRO, Riverside, Calif.
PEHALLEGON, W. B.
WSOY, Decatur, Ill.
PELHAM, BILL
KTBC, Austin, Texas
PENBERTHY, JOE
WJR, Detroit, Mich.
PETERS, KEN
NBC—The Hoagy Carmichael Show
PETERS, ROBERT
WFAS, White Plains, N. Y.
PETERSON, DALE
KID, Idaho Falls, Idaho
PETERSON, JAMES
KSL, Salt Lake City, Utah . .
PETERSON, ROBERT
WROX, Clarksdale, Miss.
PETERSON, WALTER
KGGM, Albuquerque, N. M.
PETRANKA, JOS.
WSFA, Montgomery, Ala.
PETRE, BOB
KLZ, Denver, Colo.
PETRIE, HOWARD
CBS—Durante-Moore Show, Blondie Show
PEVORA, JACK F.
WJLS, Beckley, W. Va.
PFAHLER, FRED P. JR.
WBIR, Knoxville, Tenn.
PFEIFER, LEW
KFRC, San Francisco, Calif.
PHLEGAR, CARL
WHBU, Anderson, Ind.
PHELPS RUTH
WDSU, New Orleans, La.
PHILLIPS, BILLY
KIDO, Boise, Idaho
PHILLIPS, BOB
KFI, Los Angeles, Calif.
PHILLIPS, DON
KXOK, St. Louis, Mo.
PHILLIPS, DON
WTAL, Tallahassee, Fla.
PHILLIPS, OREL
KDON, Monterey, Calif.
PIATT, GENE
KELO, Sioux Falls, S. Dak.
PICKEL, CHARLES D.
WBIR, Knoxville, Tenn.
PIEL, BUD
WHBL, Sheboygan, Wis.
PIERCE, BILL
WGBI, Scranton, Pa.
PIERCE, CHARLES
WWNY, Watertown, N. Y.
PIERCE, DON
WCNC, Elizabeth City, N. C.
PIERCE, GENE
WMBD, Peoria, Ill.
PIERCE, JOE
KMLB, Monroe, La.
PIERSON, ED
MBS—A. L. Alexander's Mediation Board
PIERSON, FORD
MBS—Queen For A Day
PINTARICH, STAN
KALE, Portland, Ore.
PIRNIE, DUNCAN
WQXR, New York, N. Y.
PISKUL, JOHN A.
KFXM, San Bernardino, Calif.
PITTENGER, RICHARD M.
WFBM, Indianapolis, Ind.
PITTS, JAMES T. JR.
PITTS, LESTER
WRLC, Toccoa, Ga.
PLACHTA, ALFRED R.
KIT, Yakima, Wash.
PLAUGHER, MAX
WLOK, Lima, Ohio
PLUMMER, BILL
KDYL, Salt Lake City, Utah
PLUMMER, LAMAR
WAML, Laurel, Miss.
POLLARD, BOB
KTAR, Phoenix, Ariz.
POLLARD, J. W.
WEEI, Boston, Mass.
POLLARD, TALMADGE
WFTC, Kinston, N. C.
POLLOCK, ED
WKNY, Kingston, N. Y.
POLLOCK, FRANK
WOMT, Manitowoc, Wis.
POWELL, JACK
KFEL, Denver, Colo.
POWELL, JAMES
KVEC, San Luis Obispo, Calif.
POWELL, KEN
WOR, New York, N. Y.
POWERS, PERCEY
WSLI, Jackson, Miss.
POWERS, RITA
WJLB, Detroit, Mich.
POWERS, TOM
WNAC, Boston, Mass.
PRESCY, GEORGE
NBC—Cited For Valor
PRESSER, GLENN
KGEK, Sterling, Colo.
PRIBBLE, R. L.
KXOK, St. Louis, Mo.
PRIZER, JEANNE M.
WRUF, Gainesville, Fla.
PROCESS, LEWIS
WSAU, Wausau, Wis.
PROVOST, ERIC
WSPB, Sarasota, Fla.
PUDNEY, EARLE
WGY, Schenectady, N. Y.
PULLEN, HAL
WCOV, Montgomery, Ala.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.
PUSTAY, NICK
KUOA, Siloam Springs, Ark.
PUTNAM, GEORGE
NBC—Portia Faces Life
MBS—John J. Anthony

— Q —

QUADE, WARREN
WCAP, Asbury Park, N. J.
QUAVE, MACKIE
WKIX, Columbia, S. C.
QUAVE, MORRIS
WDOD, Chattanooga, Tenn.
QUICK, BEN
WTOC, Savannah, Ga.
QUINN, MEL
WBAL, Baltimore, Md.
QUINTON, CHARLES
KGFF, Shawnee, Okla.

— R —

RAASCH, EDWARD
WAOV, Vincennes, Ind.

RADCLIFF, ROY
WMBH, Joplin, Mo.

RAEBURGH, EVELYN
WLAY, Muscle Shoals, Ala.

RAFFERTY, DAN
WOC, Davenport, Iowa

RAFFETTO, MICHAEL
ABC—Glamour Manor

RAINEY, DON
WAPO, Chattanooga, Tenn.

RAND, ED
KALB, Alexandria, La.

RANEY, WALTER
WRC, Washington, D. C.

RANG, JACK
WOAI, San Antonio, Texas

RAWSON, RON
NBC—Right to Happiness

RAY, CURT
KWK, St. Louis, Mo.

RAYMON, PAUL
WJRD, Tuscaloosa, Ala.

REAMS, HUNTER
WTMA, Charleston, S. C.

REDDING, GORDON
WBEN, Buffalo, N. Y.

REDDY, TOM
ABC—Dick Tracy, Ladies Be Seated

REECE, W. O.
KTHT, Houston, Texas

REED, GEORGE
WIBM, Jackson, Mich.

REIG, HOWARD
WGY, Schenectady, N. Y.

REILLY, BILL
WDLP, Panama City, Fla.

REILLY, EARL JR.
KXA, Seattle, Wash.

REINERTSEN, STEVE
WCAL, Northfield, Minn.

REINHARDT, ALLAN V.
WOMI, Owensboro, Ky.

REPPERT, JAMES
WSM, Nashville, Tenn.

REYNOLDS, BILL
KGFJ, Los Angeles, Calif.

REYNOLDS, BOB
WFDF, Flint, Mich.

REYNOLDS, CARROLL
WSBT, South Bend, Ind.

REYNOLDS, CARTER
KRNT, Des Moines, Iowa

REYNOLDS, GENE
WBAP, Fort Worth, Texas

REYNOLDS, RALPH
KWTO, Springfield, Mo.

RHODES, JR., BILL
KMPC, Los Angeles, Calif.

RHODES, JOHN
WMRO, Aurora, Ill.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICE, CRAWFORD
WHBB, Selma, Ala.

RICE, DAN
WFMD, Frederick, Md.

RICHARDS, FLOYD
WTIC, Hartford, Conn.

RICHARDS, LARRY
KTSA, San Antonio, Texas

RICHARDS, ROD
KHUB, Watsonville, Calif.

RICHIE, BILL
KFYO, Lubbock, Texas

RICHLEY, BOB
WSRR, Stamford, Conn.

RICKENBACKER, HERBERT
WORD, Spartanburg, S. C.

RIED, TERRY
WALB, Albany, Ga.

RIEDEL, BOB
KFAR, Fairbanks, Alaska

RIGGS, GLENN
ABC—John B. Kennedy, My True Story, Hop Harrigan

RING, BILL
KWTO, Springfield, Mo.

ROBATOR, HARRY
WMAS, Springfield, Mass.

ROBBINS, FRED
Danny Kaye Show, Molle Mystery Theater, Counterspy, Correction Please, Treasury Salute

ROBERTS, ADRAIN K.
WMOB, Mobile, Ala.

ROBERTS, ARTHUR
KFRC, San Francisco, Calif.

ROBERTS, KEN
NBC—Philip Morris Follies of 1946

ROBERTS, MORT
WJLB, Detroit, Mich.

ROBERTS, PAUL K.
WFBM, Indianapolis, Ind.

ROBERTSON, DAMIAN
WJAC, Johnstown, Pa.

ROBERTSON, DAVE
WDLP, Panama City, Fla.

ROBERTSON, IAN S.
KPO, San Francisco, Calif.

ROBERTSON, KEN
WGNY, Newburgh, N. Y.

ROBERTSON, RANDALL
WEW, St. Louis, Mo.

ROBERTSON, RUTH
WBTM, Danville, Va.

ROBINSON, J. K.
KOTN, Pine Bluff, Ark.

ROBY, VIC
KOA, Denver, Colo.

ROCHESTER, MILLMAN
KTBC, Austin, Texas

ROEN, LOUIS
WMAQ, Chicago, Ill.

ROGERS, ED
WTOP, Washington, D. C.

ROSENTHAL, MORT
WGBI, Scranton, Pa.

ROSS, CARL
WJLD, Bessemer, Ala.

ROSS, DAVID
CBS—Great Moments in Music
MBS—Songs by Morton Downey

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, WAYNE
KICD, Spencer, Iowa

ROSS, WILLIS
KALE, Portland, Ore.

ROSSMAN, VERN
KCRC, Enid, Okla.

ROSEWELL, OTTO
KUOM, Minneapolis, Minn.

ROTH, BOB
WLEE, Richmond, Va.

ROY, MICHAEL
ABC—The Alan Young Show
KHJ—Spot Light Bands

RUBESSA, GENE
WNEW, New York, N. Y.

RUFFIN, HOMER
KFYO, Lubbock, Texas

RUFFNER, TINY
ABC—Drew Pearson

RUGE, GEORGE
KYA, San Francisco, Calif.

RUMORE, JOE
WAPI, Birmingham, Ala.

RUSSELL, BILL
KFBI, Wichita, Kan.

RUSSELL, DON
WLBC, Muncie, Ind.

RUSSELL, JR., JOE
WELO, Tupelo, Miss.

RUST, NATHAN D.
KPAB, Laredo, Texas

RUSTICI, DON
WSRR, Stamford, Conn.

RUTLEDGE, CHARLES
WCAE, Pittsburgh, Pa.

RYAN, FRANK
WRDW, Augusta, Ga.

— S —

SACKETT, HARRY
KOOS, Coos Bay, Ore.

SADLER, JOHN
WROL, Knoxville, Tenn.

SAFFORD, JR., EDWARD L.
KTSM, El Paso, Texas

ST. GEORGE, DORIAN
ABC—Adventurer of Charlie Can

SALT, LOYD
KHQ-KGA, Sopkane, Wash.

SALTMAN, DAYTON J.
WSUN, St. Petersburg, Fla.

SAMUELS, LAURENCE
WKBZ, Muskegon, Mich.

SAND, JOHN
KICD, Spencer, Iowa

SANDERS, DAVID
WSAV, Savannah, Ga.

SANDERS, GEORGE
KWKW, Pasadena, Calif.

SANDERS, HUGH
WOR, New York, N. Y.

SANDLER, BERNIE
WENT, Gloversville, N. Y.

SANFORD, TED
WGKV, Charleston, W. Va.

SARGENT, L. F.
WEEI, Boston, Mass.

SATHE, ARNIE
KELO, Sioux Falls, S. Dak.

SAUNDERS, ERNIE
WCHS, Charleston, W. Va.

SAUNDERS, GIL
KXEL, Waterloo, Iowa

SAUNDERS, GUS
WNAC, Boston, Mass.

SAUNDERS, JOHN
WGAR, Cleveland. Ohio

SCANLON, JACK
WOR, New York, N. Y.

SCHMIDT, BETTY
KWSC, Pullman, Wash.

SCHNEIDER, RAY
WWSW, Pittsburgh, Pa.

SCHNURR, EVELYN
WTRY, Troy, N. Y.

SCHOOLEY, IVAN
KOA, Denver, Colo.

SCHOPHER, BOB
WFAC, Los Angeles, Calif.

SCHORREGGE, CHARLES
KFYR, Bismark, S. Dak.

SCHROEDER, MARIE LOUISE
KCKN, Kansas City, Mo.

SCHULTZ, JOHN R.
WSAU, Wausau, Wis.

SCHUSTER, PAUL
WKBB, Dubuque, Iowa

SCHWARTZ, IRVING
WJHL, Johnson City, Tenn.

SCHWEIZER, JERRY
WJR, Detroit, Mich.

SCOFIELD, H. CARTER
WCBO, Orlando, Fla.

SCOTT, JOHN
WOR, New York, N. Y.
MBS—Real Stories from Real Life, Lyle Van News

SCOTT, PAUL
WOMT, Manitowoc, Wis.

SCOTT, ROBERT
WCAP, Asbury Park, N. J.

SCOVILLE, ELLIOTT
KFIZ, Fon du Lac, Wis.

SEAMAN, NEAL
WGBB, Freeport, N. Y.

SEARS, BILL
KUTA, Salt Lake City, Utah

SEAHOLTZ, PAUL
WJNC, Jacksonville, N. C.

SEBASTIAN, CHARLES
WLS, Chicago, Ill.

SEEBECK, CHARLES E.
WTON, Staunton, Va.

SEEWIR, CHARLES
KXOK, St. Louis, Mo.

SEYMOUR, DAN
ABC — Musical Autographs, County Fair

SEYMOUR, M.
WLEU, Erie, Pa.

SHANKEL, BILL
WCHV, Charlottesville, Va.

SHANNON, PAUL
KDKA, Pittsburgh, Pa.

SHAPARD, BILL
WFAA, Dallas, Tex.

SHARBUTT, DEL
CBS — Request Performance, Jack Carson Show

SHARP, MOREY
KLZ, Denver, Colo.

SHAW, CHARLES
WOLF, Syracuse, N. Y.

SHAY, BOB
WCHV, Charlottesville, Va.

SHEEHAN, WILLIAM
WDRC, New Haven, Conn.

SHEELER, MARK
WSSV, Petersburg, Va.

SHEFFIELD, BETTIE
WSNY, Schenectady, N. Y.

SHELBY, SAM
KPOW, Powell, Wyo.

SHELDON, HERB
NBC—The Eileen Barton Show

SHELDON, HOWARD
WGNY, Buffalo, N. Y.

SHELDON, JACK
WKRC, Cincinnati, Ohio

SHELLEY, ROBERT
WLOK, Lima, Ohio

SHELTON, JAMES
WROK, Rockford, Ill.

SHEPARD, BOB
MBS — Songhits Magazine Program, Adventures of Bull-dog Drummond

SHEPHERD, BILL
WDOD, Chattanooga, Tenn.

SHEPPARD, J. D.
WTOC, Savannah, Ga.

SHERIDAN, ROBERT
WTIC, Hartford, Conn.

SHERMAN, BILL
WPAR, Parkersburg, W. Va.

SHERMAN, BUD
WOL, Washington, D. C.

SHERMAN, DEAN
WDGY, Minneapolis, Minn.

SHERMAN, EDWARD
KGMB, Honolulu, T. H.

SHERWOOD, DONALD
WFBM, Indianapolis, Ind.

SHIPLEY, GENE
WIPW, Topeka, Kans.

SHIRLEY, TOM
CBS—Try 'N' Find Me

SIMON, ERNIE
WITH, Baltimore, Md.

SIMPSON, JIMMY
WMRC, Greenville, S. C.

SIMS, SAM K.
WFBM, Indianapolis, Ind.

SINCLAIR, HAROLD M.
WEXL, Royal Oak, Mich.

SINGER, LAN
WLEE, Richmond, Va.

SKARSTEDT, VANCE
KLX, Oakland, Calif.

SLATER, NORVELL
WFAA, Dallas, Tex.

SMIDL, JOE
KWJJ, Portland, Ore.

SMITH, BLAINE
KCRC, Enid, Okla.

SMITH, BURRELL
WGY, Schenectady, N. Y.

SMITH, CALVIN
KROC, Rochester, Minn.

SMITH, DAVE
KTBC, Austin, Tex.

SMITH, DAVENPORT
WSRR, Stamford, Conn.

SMITH, DICK
KTSA, San Antonio, Tex.

SMITH, DON
KUOA, Siloam Springs, Ark.

SMITH, FRED
WHK, Cleveland, O.

SMITH, JIMMIE
KMAC, San Antonio, Tex.

SMITH, JOHN PAUL
WSIX, Nashville, Tenn.

SMITH, LESLIE R.
WLAP, Lexington, Ky.

SMITH, MACK
WJLS, Beckley, W. Va.

SMITH, MARY
WPOW, Powell, Wyo.

SMITH, TED A.
KWRC, Pendleton, Ore.

SMITH, WARREN
WKBH, La Crosse, Wisc.

SMITH, WINFRED
WWVA, Wheeling, W. Va.

SMITHERMAN, ROSS
WALA, Mobile, Ala.

SNYDER, ROSS
WOR, New York, N. Y.

SOMERVILLE, DON
WBNS, Columbus, O.

SPARKS, HOWARD
KNEL, Brady, Tex.

SPENGLER, HAROLD C.
WORS, Greenwood, S. C.

SPENGLER, K. E.
WCSB, Springfield, Ill.

SPONGBERG, ROLAND
WROK, Rockford, Ill.

SPRAGG, GRAYDON
WHAI, Greenfield, Mass.

SPRATLIN, ROBERT
KWSC, Pullman, Wash.

STALLARD, DAL
KCMO, Kansas City, Mo.

STANLEY, ART
WOC, Davenport, Ia.

STANTON, ED
KALE, Portland, Ore.

STAPLETON, BILL
KFPQ, Fort Smith, Ark.

STARK, CHARLES
ABC—Sunday Evening Party, Blind Date
CBS—Kate Smith Speaks, Bob Hawk Show
NBC—Can You Top This, When A Girl Marries, Joyce Jordan, M.D.

STARK, RICHARD
Abie's Irish Rose
NBC—General Electric Hour
CBS—Squibb Program

STEELE, EARLE
KMOX, St. Louis, Mo.

STEELE, ROBERT
WTIC, Hartford, Conn.

STELL, WILLIAM
WRNL, Richmond, Va.

STEPHENS, HAROLD
WMBG, Richmond, Va.

STEPLER, HAROLD
WMAL, Washington, D. C.

STERLING, LEN
ABC—Sammy Kaye's Sunday Serenade

STEVENS, AL
WITH, Baltimore, Md.

STEWART, JAY
NBC—Truth & Consequences
CBS—Meet The Missus

STEWART, M. D.
KNET, Palestine, Tex.

STEWART, WILLIAM
WSBA, York, Pa.

STEWART, WILLIAM V.
WCCO, Minneapolis, Minn.

STIEGER, SAM
WHIO, Dayton, O.

STILES, JOHN, JR.
WTAW, College Station, Tex.

STILLWAGON, TOM
WCAE, Pittsburgh, Pa.

STODELLE, JACK
KMPC, Los Angeles, Calif.

STONE, CHARLES
KMPC, Los Angeles, Calif.

STONE, ERNIE
WMCA, New York, N. Y.

STONER, PETER
WTIC, Hartford, Conn.

STORY, BOB
WGL, Fort Wayne, Ind.

STOUT, ALLEN
WROL, Knoxville, Tenn.

STOVER, ROBERT
WGES, Chicago, Ill.

STRAND, STUART
WJR, Detroit, Mich.

STRICKLER, EDDIE
KOAM, Pittsburgh, Kans.

STUART, ALLEN
WMCA, New York, N. Y.

STUDNEY, ED.
WOL, Washington, D. C.

STUHLMAN, FRANK
WTIC, Hartford, Conn.

STULLA, BILL
KFI, Los Angeles, Calif.

STUTES, MARION
WKZO, Kalamazoo, Mich.

STUTZ, CARLTON
WBEN, Buffalo, N. Y.

STYLES, JOHN E.
WILM, Wilmington, Del.

STYLES, HAL
KFWB, Los Angeles, Calif.—Vets Talk It Over, So You'd Like To Be In Radio

SUGG, JOEL
KTBC, Austin, Tex.

SULLIVAN, CHARLES B.
WMC, Memphis, Tenn.

SULLIVAN, CLAUDE
WAVE, Louisville, Ky.

SULLIVAN, HENRY
WGTM, Wilson, N. Car.

SULLIVAN, JACK
KCRA, Sacramento, Calif.

SULLIVAN, WILLIAM
WFEA, Manchester, N. H.

SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.

SUTTERFIELD, PHIL
WHAS, Louisville, Ky.

SUTTON, BOB
KUOA, Siloam Springs, Ark.

SWAN, BOB
KHJ — KFAC — KFI — KECA, Hollywood, Calif.

SWEET, BEN
WMAS, Springfield, Mass.

SWIFT, RODNEY
WGY, Schenectady, N. Y.

— T —

TACY, E. N.
WIS, Columbia, S. C.

TALCOTT, MIQUE
KRSC, Seattle, Wash.

TALL, MARTIN
WINX, Washington, D. C.

TAPPAN, BILL
KFFA, Helena, Ark.

TAYLOR, AL
KXO, El Centro, Calif.

TAYLOR, FRANK
WMOH, Hamilton, O.

TAYLOR, FREDERIC
KTRI, Sioux City, Ia.

TAYLOR, MRS. JOHN
NBC—This Woman's Secret

TEAS, CHARLES
KMPC, Los Angeles, Calif.

TENPENNY, RAY
WCCO, Minneapolis, Minn.

TERRY, H. M.
WBAP, Fort Worth, Tex.

THIBEAULT, JOSEPH
WEAN, Providence, R. I.

THOMAS, BILL, JR.
WTAW, College Station, Tex.

THOMAS, BILLY
WROX, Clarkesdale, Miss.

THOMAS, GENE
WFVA, Fredericksburg, Va.

THOMAS, PETER
WALA, Mobile, Ala.

THOMAS, WILLIAM
KPQ, Wenatchee, Wash.

THOMPSON, CHARLES
WIS, Columbia, S. C.

THORSON, RUSS
NBC—Aunt Mary

TINGLEY, IRVIN
KWNO, Winona, Minn.

TOBIN, JOSEPH
WINS, New York, N. Y.

TOBOLA, JOHN J.
WAYX, Waycross, Ga.

TODD, MRS. HELEN F.
WTAL, Tallahassee, Fla.

TRENT, JOHN
WCAE, Pittsburgh, Pa.

TRIPP, RICHARD
KFEL, Denver, Colo.

TRUERE, ROBERT
WCSC, Charleston, S. C.

TRUMAN, FAITH
MBS—Sweetheart Time

TUCKER, DICK
WEIM, Fitchburg, Mass.

TUELL, GORDON
KIRO, Seattle, Wash.

TUNNELL, GERALD
KFEL, Denver, Colo.

TURNER, HOWARD
WBT, Charlotte, N. C.

TURNER, WALT
WWVA, Wheeling, W. Va.

TUTEN, R. C.
WAYX, Waycross, Ga.

TUTT, BOB
KXOA, Sacramento, Calif.

TWISS, HERB
KHJ, Hollywood, Calif.

TWOMBLY, ROLAND
WILM, Wilmington, Del.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

UHL, CAROLYN
WMFJ, Daytona Beach, Fla.

ULBRICH, RAY
WSOO, Sault St. Marie, Mich.

ULMER, ROCH
KSTP, St. Paul, Minn.

ULRICK, E. C.
WLOK, Lima, O.

UMBACH, ROBERT
WJLD, Bessemer, Ala.

UNDERHILL, G. C.
KIUP, Durango, Colo.

URBAN, BOB
WLBC, Muncie, Ind.

— V —

VAILE, ROLAND
KCMJ, Palm Springs, Calif

VALENTINE, JIMMY
KSTP, St. Paul, Minn.

VALENTINE, MANN
WMBG, Richmond, Va.

VALIN, JEAN
WATR, Waterbury, Conn.

VAN ALSTYNE, ANSON
WKBZ, Muskegon, Mich.

VANDIVER, BOB
WGAU, Athens, Ga.

VanKLEECK, BOB
WOLF, Syracuse, N. Y.

VAN, LYLE
NBC—11 P. M. Newscaster
MBS—Kreml

VANN, FRANK
WTAR, Norfolk, Va.

VAN OSCH, JOHN
WEMP, Milwaukee, Wisc.

VanVELZER, DON
WFDF, Flint, Mich.

VASSAR, C. V.
WHIS, Bluefield, W. Va.

VASSY, DICK
WGAC, Augusta, Ga.

VAUGHN, BOB
KLO, Ogden, Utah

VICKERS, LEE
WTOP, Washington, D. C.

VICKLAND, MEL
KHJ, Hollywood, Calif.

VIEHMAN, ED
WCCO, Minneapolis, Minn.

VIGDER, FREDDIE
KOOS, Coos Bay, Ore.

VILLANI, JOHN
WBRW, Welch, W. Va.

VINCENT, LEE
WSAR, Fall River, Mass.

VINGI, RAYMOND A.
WKWK, Wheeling, W. Va.

VINSON, JAMES
WRBL, Columbus, Ga.

VOGELMAN, ROY
WHA, Madison, Wis.

VON ZELL, HARRY
NBC—The Eddie Cantor Show, Dinah Shore's Show
CBS—The Joan Davis Show

VREDEVELD, AL
WKBZ, Muskegon, Mich.

— W —

WADDELL, CHESTER
WJTN, Jamestown, N. Y.

WADE, OSBORNE
WKNE, Keene, N. H.

WAGES, JOHN M.
KOY, Phoenix, Ariz.

WAGNER, ROBERT
WBNS, Columbus, Ohio

WAIT, DICK
KFAB, Omaha & Lincoln, Neb.

WALDECKER, FRANK
WOR, New York, N. Y.
MBS—Gabriel Heatter

WALDEN, HENRY
WNEW, New York, N. Y.

WALKER, BOB
WCHV, Charlottesville, Va.

WALLINGTON, JAMES
ABC—Blind Date

WALTMON, T. M.
KIT, Yakima, Wash.

WANGERIN, DICK
WGL, Fort Wayne, Ind.

WANN, PAUL
WCC, Minneapolis, Minn.

WARD, ANDERSON
WWNY, Watertown, N. Y.

WARD, BILL
WKEY, Covington, Va.

WARD, PERRY
ABC—What's Doin' Ladies

WARREN, CARLTON
WOR, New York, N. Y.

WARREN, CHARLES
WOL, Washington, D. C.

WARREN, MILTON
WNLC, New London, Conn.

WARREN, W. A. "BILL"
KVOA, Tucson, Ariz.

WAYNE, CARTER
WHK, Cleveland, Ohio

WAYNE, LARRY
WSAU, Wausau, Wis.

WAYNE, MICHAEL
WOL, Washington, D. C.

WAYNE, ROBERT
KFAM, St. Cloud, Minn.

EAVER, BILL
KOVC, Valley City, N. D.

WEAVER, FRANK
KTKC, Visalia, Calif.

WEAVER, JACKSON
WMAL, Washington, D. C.

WEBB, HARRY
WSNY, Schenectady, N. Y.

WEBB, HUGH
WFEB, Sylacauga, Ala.

WEBB, JACK
KGO, San Francisco, Calif.

WEBB, TED
WLAV, Grand Rapids, Mich.

WEBBER, FRED
WFIL, Philadelphia, Pa.
MBS—Inside of Sports

WEBER, GLENN
WDBO, Orlando, Fla.

WEBSTER, DAVIES
WJNO, West Palm Beach, Fla.

WEBSTER, CURT
WBT, Charlotte, N. C.

WEINGARTNER, ADEMAR
KMYR, Denver, Colo.

WEISS, HAL
WFVA, Fredricksburg, Va.

WELCH, JOSEPH
WSAR, Fall River, Mass.

WELLBORN, BARTON
KFAA, Helena, Ark.

WELLMAN, LARRY
WCHS, Charleston, W. Va.

WELLS, BOB
KRKO, Everett, Wash.

WELLS, HERB
WLAG, LaGrange, Ga.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WENZINGER, MAURICE
KTBS, Shreveport, La.

WERMONT, IRVING
WMEX, Boston, Mass.

WESS, NORMAN
WMAL, Washington, D. C.

WEST, NORMAN
WPIK, Alexandria, Va.

WEST, W. F., JR.
KFPW, Fort Smith, Ark.

WESTERKAMP, RICHARD
WTIC, Hartford, Conn.

WESTON, WILLIAM
WFCI, Pawtucket, R. I.

WETHERINGTON, J. R., JR.
KYUM, Yuma, Ariz.

WHEELER, DON
KGY, Olympia, Wash.

WHEELER, TONY
WFIL, Philadelphia, Pa.

WHITCOMB, ROBERT
WSBT, South Bend, Ind.

WHITE, ROBERT O.
KMJ, Fresno, Calif.

WHITE, DON G.
KIT, Yakima, Wash.

WHITE, GEORGE
WMBG, Richmond, Va.

WHITE, PAT
KTSA, San Antonio, Texas

WHITMAN, GAYNE
NBC—The Westinghouse Program

WHITMAN, HAROLD C.
WSAM, Saginaw, Mich.

WHITNEY, DON
WELO, Tupelo, Miss.

WHITNEY, PHIL
WINC, Winchester, Va.

WHITTAKER, EDWIN
WNBF, Binghamton, N. Y.

WICKS, JOHN
WATW, Ashland, Wis.

WIDMAN, SEV
KSTP, St. Paul, Minn.

WIGGINTON, WILLIAM
WCCO, Minneapolis, Minn.

WILCOX, BOB
WJBC, Bloomington, Ill.

WILCOX, HARLOW
NBC—Fibber McGee & Molly, The Victor Borge Show
CBS—The Andrew Sisters

WILLARD, DICK
WOR, New York, N. Y.
MBS—Take It Easy Time

WILLARD, GEORGE
WMCA, New York, N. Y.

WILLIAMS, BILL
WNEW, New York, N. Y.

WILLIAMS, BOB
NBC—Meet Me at Parky's

WILLIAMS, EARL
KGGM, Albuquerque, N. M.

WILLIAMS, JACK
WGBS, Miami, Fla.

WILLIAMS, KEN
ABC—The Woody Herman Show

WILLIAMS, LYNN
WWL, New Orleans, La.

WILLIAMS, MARGUERITE
WGAU, Athens, Ga.

WILLIAMS. VINCE
KMPC, Los Angeles, Calif.

WILLIAMS, WINN
WMT, Cedar Rapids, Iowa

WILLIAMS, ZEB
KXOX, Sweetwater, Texas

WILLIS, GORDON
KQW, San Jose, Calif.

WILLS, PAUL
KMOX, St. Louis, Mo.

WILSON, ANDRE
KTRI, Sioux City, Ia.

WILSON, DON
NBC—Jack Benny—Lucky Strike Program

WILSON, JACK
KVAL, Brownsville, Tex.

WILSON, J. W. (BILL)
WSPB, Sarasota, Fla.

WILSON, WARD
NBC—Can You Top This

WINBURN, GEORGE
WAGM, Presque Isle, Me.

WINTERS, ROLAND
ABC—Fishing & Hunting Club of the Air
MBS—Treasure Hour of Song

WISE, RUSSELL
WHK Cleveland, Ohio

WITMER, WEBB
KPO, San Francisco, Calif.

WOLF, HAL
KPO, San Francisco, Calif.

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KPOF, Denver, Colo.

WOLFRAM, ORLAND
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WITH, Baltimore, Md.

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WSAV, Savannah, Ga.

WOODWARD, DUTCH
KMMJ, Grand Island, Neb.

WOODWARD, MARTIN A.
KSFO, San Francisco, Calif.

WOOLEY, HARRISON
KFRC, San Francisco, Calif.

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WMT, Cedar Rapids Ia.

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WJLB Detroit, Mich.

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WRC, Washington, D. C.

WRIGHT, OMAR
KDON, Monterey, Calif.

WRIGHT, WILL
KDYL, Salt Lake City, Utah

WYNNE, DICK
KHJ Hollywood, Calif.

— Y —

YAGER, DON
KFMB, San Diego, Calif.

YARNEL, DICK
KMMJ, Grand Island, Neb.

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KFPY, Spokane, Wash.

YEAGER, RAY A.
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YOUNG, EARLE
WLAY Muscle Shoals, Ala.

YOUNG, JIM
KABC, San Antonio, Texas

YOUNG, VERNON A.
KVOA, Tucson, Ariz.

YOUNG, ROY
KLZ, Denver, Colo.

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WHDL, Olean, N. Y.

ZENNAH, CHARLES
WJRD Tuscaloosa, Ala.

ZINKAND, PHIL
WWSW, Pittsburgh, Pa.

ZOOK, DON
WMT, Cedar Rapids, Ia.

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WCOV.....Sybil I. Winn
Sylacauga, WFEB.....Bonnie Skelton

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KFVD.....Violet Schram
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KROW.....Susan Little
Sacramento, KXOA.....Neal Black
KFBK.....Ruth Dunlop
KFBK.....Katherine Kitchen
KCRA.....Frances Paige
San Diego, KFMB.....Shirley Bradley
KFSD.....Ann Gibson
KGB.....Molly Morse
San Francisco, KYA.....Mary Hampton
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KJBS.....Eve Jolly
KPO.....Jane Lee
KFRC.....Josephine Martin
KYA.....Ruth Thompson
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Stockton, KWG.....Gail K. Mayers
Visalia, KTKC.....Jeanne Ganahl

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Denver, KMYR.....Hazel Beavers
KOA.....Evadna Hammersley
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Greeley, KFKA.....Mildred Hotchkiss

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Waterbury, WATR.....Miriam Hurlburt

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WMAL.....Ruth Crane
WWDC.....Lucy Elliott
WTOP.....Elinor Lee
WRC.....Nancy Osgood

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Jacksonville, WPDQ.....Anne Daly
WMBR.....Kay Stanley
Lakeland, WLAK.....Jean Carey
Miami, WGBS.....Jane Butler
Ocala, WTMC.....Wilma Drum
WTMC.....Ruth Kaye
Sarasota, WSPB.....Molly Carewe
St. Augustine, WFOY.....Frankie Collyer Walker
Tallahassee, WTAL.....Wilma Smith
West Palm Beach, WJNO.....Kay Low

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Albany, WALB.....Mary Callaway
Atlanta, WAGA.....Clover Gatling
Cedartown, WGAA.....Frances Baker
Moultrie, WMGA.....Eva Claire Shiver
Rome, WRGA.....Kitty Alford
Savannah, WTOC.....Mary W. Davis
Waycross, WAYX.....Robbie Lee Chastain

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Wallace, KWAL.....Betty Spencer

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WLS.....Martha Crane
WLS.....Helen Joyce
WENR.....Beulah Karney
WJJD.....June Merrill
WGES.....Lydia Pucinska
WGN.....Kathrine Roche
WMBI.....Frances Youngren
Decatur, WSOY.....Jane Waddell
Herrin, WJPF.....Betty Kinler
Peoria, WMBD.....Mary Linda Grimm
Quincy, WTAD.....Mildred Verheyen
Rockford, WROK.....Olga Johannes
Rock Island, WHBF.....Millicent V. Polley
Springfield, WCBS.....Mary Dilley
Urbana, WILL.....Jessie Heathman

Indiana

Fort Wayne, WGL.....Grace Carlson
WOWO.....Jane Weston
Indianapolis, WISH.....Catherine Daniels
WIBC.....Jane Day
WFBM.....Rose Lee Farrell
Richmond, WKBV.....Frances Eward
West Lafayette, WBAA.....Virginia Berry Clark

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KRNT.....Betty Wells
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Ottumwa, KBIZ.....Dorothy Lindley
Shenandoah, KFNF.....Shirley Barkman
KFNF.....Adelia Shoemaker
Spencer, KICD.....D. J. Olson
Waterloo, KXEL.....Irene DuMond

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Kansas

Atchison, KVAK.....Virginia Blair
Emporia, KTSW.....Norma Jost
Wichita, KFBI.....Dorothy Fuller
KANS.....Josephine Rice
KFG.....Ethel Jane Zerkle

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Kentucky

Ashland, WCMI.....Sara Fisher
Bowling Green, WLBJ.....Juanita Britt
Henderson, WSON.....Martha Jane Reed
Hopkinsville, WHOP.....Bonnie Bessire
Louisville, WAVE.....Natalie Potter
WINN.....Louise Weiller

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Louisiana

Lafayette, KVOL.....Mrs. Ray B. Theaux
Lake Charles, KPLC.....Alma Louise Clark
New Orleans, WNOE.....Evelyn Soule Ford
WWL.....Suzanne Javeau
Shreveport, KTBS.....Michael Roppolo

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Maine

Bangor, WABI.....Charlotte Carter
Lewiston, WCOU.....Roselle Coury Fortier
Portland, WGAN.....Dorothy Smith Wadman
Presque Isle, WAGM.....Duska Dillen

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Maryland

Baltimore, WBAL.....Dorothy Cotten
WCAO.....Bettie McCall
Cumberland, WTBO.....Roma Carpenter
Frederick, WFMD.....Eleanor H. Walker

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Massachusetts

Boston, WCOP.....Mildred Bailey
WEEI.....Heloise Parker Broeg
Greenfield, WHAI.....Elizabeth Craig
Salem, WESX.....Irene Roberts
Worcester, WAAB.....Judith Atkinson
WTAG.....Julie Chase

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Michigan

Calumet, WHDF.....Myrtle Barrette
Detroit, WJR.....Agnes Clark
WWJ.....Fran Harris
WJLB.....Rita Powers
Grand Rapids, WOOD.....Lenore Little
Ironwood, WJMS.....Rose Isaac
Jackson, WIBM.....Corrine Fellows
Muskegon, WKBZ.....Geraldine B. Sheldon
Saginaw, WSAM.....Helen Henry

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Minnesota

Duluth, KDAL.....Elizabeth Daniels
Mankato, KYSM.....Peggy Lindholm
Minneapolis, KUOM.....Jo Bjornson
WTCN.....Arleth Haeberle
Northfield, WCAL.....Maxine Tufte
Willmar, KWLM.....Irene Peters
Winona, KWNO.....Marjorie Mitchell

Mississippi

Biloxi-Gulfport, WGCM.....Dean Cornell
Columbus, WCBI.....Maye Brooks
Hattiesburg, WFOR.....Bettie Cile Freeman
Tupelo, WELO.....Margaret O'Regan

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Missouri

Columbia, KFRU.....Dorothy Jacques
Kansas City, KCMO.....Anne Hayes
Springfield, KTTS.....Marion Martin
St. Louis, KXOK.....Kay Morton
WEW.....Louise Munsch

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Montana

Bozeman, KRBM.....Eleanor Heady
Kalispell, KGEZ.....Alicia C. Byers
Missoula, KGVO.....Mrs. Berlin Boyd
Sidney, KGCX.....Marjorie Downs

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Nebraska

Hastings, KHAS.....Lucille Lane
Kearney, KGFW.....Peg Biber
Lincoln, KFAB.....Jesse S. Young
Norfolk, WJAG.....Mary Moore
North Platte, KODY.....Dorothy Roberts
Omaha, WOW.....Martha Bohlsen
KBON.....Dorothy Sleinmely
KOIL.....Belle West
KFAB.....Jesse S. Young

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New Hampshire

Keene, WKNE.....Ruth L. Redington
Laconia, WLNH.....Marie Forsberg

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New Jersey

Asbury Park, WCAP.....Lilian Mayhew
Bridgeton, WSNJ.....Phillis Houston
Paterson, WPAT.....Adele Hunt

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New Mexico

Las Vegas, KFUN.....Dorothy G. Thwaites
Santa Fe, KVSF.....Ann Clark

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New York

Binghamton, WNBF.....Sarah Burbank
Buffalo, WEBR.....Janet Lovelace
WBEN.....Sally Work
Elmira, WENY.....Betty Stevens
Freeport, WGBB.....Helen Stuart
Ithaca, WHCU.....Gertrude Grover
Jamestown, WJTN.....Dorothy Hanson
WJTN.....Mrs. Mino Pusbach
Newburgh, WGNY.....Margaret Robinson
New York, WQXR.....Charlotte Adams
WQXR.....Alma Dettinger
WJZ.....Nancy Craig
WJZ.....Alma Kitchell
WINS.....Dorothy Day
WHN.....Ella Mason
Rochester, WHAM.....Hazel Cowles
WSAY.....Elizabeth Palmer
Schenectady, WGY.....Martha Brooks
WGY.....Betty Lennox
Syracuse, WSYR.....Ione McNay
WFBL.....Elsie Jans Phiel
Troy, WTRY.....Mary Elizabeth Gaynor
Utica, WIBX.....Ellen T. Burt
WIBX.....Elizabeth Odames
Woodside, WWRL.....Alice Merrill

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North Carolina

Asheville, WWNC.....Priscilla Parker
Charlotte, WBT.....Martha Miller
WSOC.....Margaret T. Walker
Greensboro, WGBG.....Marie Craven
WBIG.....Margaret Leonard
Greenville, WBTC.....Margaret Richardson

Raleigh, WPTF.....Harriet Pressly
Roanoke Rapids, WCBT.....Mamie Nash
Washington, WRRF.....Mary Miller
Winston-Salem, WAIR.....Doris Pardington

North Dakota

Devils Lake, KDLR.....Hildur Marie Wick
Fargo, WDAY.....Anne Collins

Ohio

Akron, WHKK.....Margaret McPherson
Ashtabula, WICA.....Millicent Soet
Canton, WHBC.....Pat Stambach
Cincinnati, WCKY.....Mary Lee Ast
WCPO.....Evelyn Evans
WCKY.....Olive Kackley
WLW.....Ruth Lyons
WKRC.....Helen Nugent
Cleveland, WTAM.....Mildred Funnell
WHK.....Eleanor Hanson
WGAR.....Esther Mullin
Columbus, WOSU.....Miriam Foltz
WCOL.....Kay Keltner
Findlay, WFIN.....Jerry Parker
Mansfield, WMAN.....Nancy Ferry
Springfield, WIZE.....Alice Bahman
Steubenville, WSTV.....Martha Klingler
Toledo, WTOL.....Marjorie Wells
Youngstown, WFMJ.....Marion Resch
Zanesville, WHIZ.....Mary Williams

Oklahoma

Ada, KADA.....Betty Hughes
Norman, WNAD.....Lynn Doty
Shawnee, KGFF.....Maxine Eddy
KWFF.....Pat Warren
Tulsa, KTUL.....Mildred Gillespie

Oregon

Albany, KWIL.....Blanche Pound
Baker, KBKR.....Grace Baer
Coos Bay, KOOS.....Margaret McCoy
KOOS.....Sara Spaugh
Corvallis, KOAC.....Mrs. Zelta Rodenwold
Portland, KALE.....Margaret Allyn
KALE.....Roxie Frederickson
KWJJ.....Betty Koennecke
KEX.....Kay West
Salem, KSLM.....Lois Mayer

Pennsylvania

Dubois, WCED.....Virginia Wade
Erie, WLEU.....Joan Clark
New Kensington, WKPA.....Miss Toni Lee
Philadelphia, WFIL.....Anice Ives
WIP.....Frances S. McGuire
WCAU.....Creighton Stewart
Pittsburgh, KDKA.....Evelyn Gardiner
KQV.....Jane Gibson
WCAE.....Polly Malone
WWSW.....Marie Wilk
Reading, WEEU.....Barbara Lenker
Scranton, WARM.....Lenore Levy
Wilkes-Barre, WBAX.....Betty Blair
York, WSBA.....Kathryn Bollinger

Rhode Island

Pawtucket, WFCI.....Betty Gunning
Providence, WEAN.....Carolyn Wallace

South Carolina

Charleston, WTMA.....Alicia Rhett
Florence, WOLS.....N. L. Royster

South Dakota

Pierre, KGFX.....Ida McNeill
Rapid City, KOTA.....Mrs. Ruth Sherman
Sioux Falls, KELO.....Arnie Sathe
KSOO.....Arnie Sathe

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Dallas, WFAA.....Dorothy Bell
Fort Worth, WBAP.....Florine Pearman
Houston, KPRC.....Alfred Daniel
Kilgore, KOCA.....Marjorie Poland
Palestine, KNET.....Susie Brabham
San Antonio, KTSA.....Bonnis Merritt
KMAC.....Kay Netting
Sherman, KRRV.....Dorothy Cox
Texarkana, KCMC.....Dorothy Kessler

Utah

Provo, KOVO.....Cynthia Blood
Salt Lake City, KNAK.....R. K. Christensen
KUTA.....June Lee
KALL.....Phyllis Perry

Vermont

Burlington, WCAX.....Eleanor Prince
Waterbury, WDEV.....Virginia Dodd

Virginia

Martinsville, WMVA.....Barbara Harding
Petersburg, WSSV.....Mary Ruth Carroll
Richmond, WMBG.....Geraldine Brumsey
Roanoke, WSLS.....Virginia Krebs
Winchester, WINC.....Marion Park

Washington

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Pasco, KPKW.....Lana Grego
Seattle, KXA.....Helen Marie Brennan
KEVR.....Rosalie Claire
KIRO.....Irene Flyzick
Spokane, KHQ.....Lucile M. Eddy
KGA.....Lucile M. Eddy
KFPY.....Edna Storms
Tacoma, KMO.....Gail Clark
KTBI.....Burke Ormsby
Yakima, KIT.....Edna K. Waugh

West Virginia

Bluefield, WHIS.....Jane Marie Lambert
Charleston, WGKV.....Ann Davis
WCHS.....Melva Graham
Huntington, WSAZ.....Barbara Binns
Wheeling, WWVA.....Ruth D. Nadel

Wisconsin

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La Crosse, WKBH.....Rosamund Carlson
Madison, WIBA.....Peggy Bolger
WHA.....Aline Hazard
Manitowoc, WOMT.....Laura Don
Marinette, WMAM.....Marilyn Kapishki
Milwaukee, WEMP.....Frieda Krieg
Sheboygan, WHBL.....Marion Heiden
Wisconsin Rapids, WFHR.....Lee Semones

Wyoming

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Powell, KPOW.....Mary Smith

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Dube, Harry S.
1270 Sixth Ave. .....COlumbus 5-7035

Evans & Salter
113 W. 57th St.....CIrcle 7-6900

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1501 Broadway.....CHickering 4-3956

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Getts, Clark H.
430 Park Ave.....PLaza 8-0190

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745 Fifth Ave.....PLaza 5-0078

Haensel & Jones
113 W. 57th St.....CIrcle 7-6900

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711 Fifth Ave.....PLaza 3-0820

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444 Madison Ave.....ELdorado 5-4100

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1619 Broadway.....CIrcle 7-4064

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Moses, John, Inc.
730 Fifth Ave.....CIrcle 6-2677

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Salkow Agency
366 Madison Ave.....MUrray Hill 2-6119

Myron Selznick & James L. Saphier & Co.
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Vallon, Mike
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Morse, Sidney P.
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Music Corporation of America
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National Concert & Artists Corp.
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Parks, James & Co.
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WSAF.....Caldwell Stewart
Muscle Shoals, WLAY.....Evelyn Reeburgh
Selma, WHBB.....Katherine Cothran
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Tucson, KTUC.....Wayne Sanders

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KOY.....Alfred Becker

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KYA.....Hal Lewis
KSFO.....Sam Moore
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San Luis Obispo, KVEC.....Clark Blocher
Santa Barbara, KTMS.....Ernie Dugue

Colorado

Denver, KMYR.....Martin Geotz
KFEL.....Paul Godt
KOA.....Milton Shrednik
KLZ.....Lester Weelans
KPOF.....Orland A. Wolfram
Sterling, KGER.....Glen Presser

Connecticut

Bridgeport, WNAB.....Marsha Robinson
Hartford, WTHT.....Charlotte Anderson
WTIC.....Moshe Paranov
WHTD.....Maurice Sechtman
New Haven, WNHC.....James Morgan
New London, WNLC.....Leslie S. Morson
Stamford, WSRR.....Wharton Ford
Waterbury, WATR.....Edith Sacco

Delaware

Wilmington, WILM.....George Kelly

District of Columbia

Washington, WRC.....Ludwig F. Balzer
WWDC.....Rosa May Fischer
WINX.....Paul Hume
WOL.....Charles Keaton
WINX.....Judy Warner

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Gainesville, WRUF.....Helen S. Edwards
Jacksonville, WPDQ.....Dick Catherwood
WMBR.....Allen Holmes
WJAX.....Frank Morris
Lakeland, WLAK.....Jean Carey
Miami, WIOD.....Earle Barr Hanson
WGBS.....Judy Strubnar
Orlando, WDBO.....Dorothy Morton Parks
Panama City, WDLP.....John Thomas
St. Petersburg, WSUN.....Edith Ginn
Tallahassee, WTAL.....Mrs. Betty C. Perkins
Tampa, WFLA.....Frank Grasso
West Palm Beach, WJNO.....Ruth Shockley

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Atlanta, WATL.....Cliff Cameron
WSB.....Albert Coleman
WAGA.....Frances Wallace
WGST.....Lola Allen Wallace
Augusta, WRDW.....Gil Evans
Cedartown, WGAA.....Frances Baker
Columbus, WRBL.....Miss Jewel Casey
WDAK.....Gertrude Handley
LaGrange, WLAG.....E. T. Poythress
Macon, WBML.....Mary Hester Richardson
Savannah, WSAV.....Melvin Peacock
WTOC.....Jean Wallace

Idaho

Nampa, KFXD.....Shirl Black
Twin Falls, KTFI.....I. Otto
Wallace, KWAL.....G. Turner Dreher

Illinois

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Chicago, WMBI.....Sheldon Fardig

WCFL.....Jack Kelly
WENR.....Rex Maupin
WJD.....Kennedy Nelson
WBBM.....Caesar Petrillo
WAIT.....Joseph Rudolph
WMAQ.....Dr. Roy Shield
WGN.....Henry Weber
WLS.....Osgood Westley
Quincy, WTAD.....Jean Fessler
Rockford, WROK.....Lorna Lane
Springfield, WTAX.....Betty Cole
Urbana, WILL.....Kenneth Cutler

•

Indiana

Fort Wayne, WOWO.....Guy Fitzsimmons
Hammond, WJOB.....J. Gibbs Spring
Indianapolis, WISH.....James H. Boyer
Muncie, WLBC.....June Johnson
Richmond, WKBV.....Marie Robbins
West Lafayette, WBAA.....Jo Haniford

•

Iowa

Davenport, WOC.....George Sontag
Des Moines, KRNT.....Wilbur Chandler
WHO.....Don Hovey
Dubuque, KDTH.....Jerry Chandler
WKBB.....Samuel Ham
Shenandoah, KFNF.....Ermal Dilley
Sioux City, KSCJ.....Bernice Ewing
KTRI.....Bernie Marr
Waterloo, KXEL.....George Timm

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Kansas

Manhattan, KSAC.....Luther Leavengood
Salina, KSAL.....Barbara Lewton
Topeka, WIBW.....Mrs. Maude Carlson
WIBW.....Olaf Soward
Wichita, KFH.....Wayne Euchner
KFBI.....Frank Markwell

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Bowling Green, WLBJ.....Helen Given
Hopkinsville, WHOP.....Charles Melton
Lexington, WLAP.....Oscar Huff
Louisville, WINN.....Claude Fraul
WGRC.....J. Bertram Harmon
WHAS.....Robert Hutsell
WAVE.....Earle Keller
WPAD.....Lynn Wolff

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Louisiana

Baton Rouge, WJBO.....Joseph Scearce
Lake Charles, KPLC.....Anna Louise Clark
Monroe, KMLB.....Mrs. J. C. Liner
New Orleans, WNOE.....Mrs. Evelyn C. Ford
WDSU.....Joseph Schramm
WWL.....Irvine Vidacovich

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Maine

Bangor, WABI.....Harold Dorr
WLBZ.....Norman Lambert
Lewiston, WCOU.....Marion Payne Louisfell
Portland, WCSH.....Norman Ayres

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WBAL.....Joseph C. Miller
Frederick, WFMD.....Millard Klunk
Hagerstown, WJEJ.....Malcolm Hutto

Massachusetts

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WNAC.....Peter Bodge
WMEX.....John Kiley
WCOP.....Mario Mantini
Greenfield, WHAI.....John T. Hickok
Holyoke, WHYN.....John H. Vondell
New Bedford, WNBH.....James Gleason
Salem, WESX.....Lenny Powers
Springfield, KMAS.....Paul Peltier
Worcester, WAAB.....Robert Pooley

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Michigan

Detroit, WJR.....Samuel Benavie
WXYZ.....Philip F. Brestoff
WWJ.....Mischa Kottler
WJR.....Paul LaVoie
WJLB.....Herbert Mertz
Flint, WFDF.....William Geyer
Grand Rapids, WLAV.....Regis Patoff
Ironwood, WJMS.....Laura Johnson
Lansing, WJIM.....Earle Parchman
Ludington, WKLA.....Peter A. Mars
Port Huron, WHLS.....Lyle Patterson
Saginaw, WSAM.....T. W. Austin

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Minnesota

Mankato, KYSM.....Maurice Piche
Minneapolis, KUOM.....Paul Brissey
WDGY.....Irma Coffrin
WTCN.....William Metchnek
WCCO.....Wallace Olson
WLOL.....Verne Rooney
Northfield, WCAL.....Oscar R. Overby
St. Paul, KSTP.....Leonard Leigh
Winona, KWNO.....Mrs. I. H. Tingley

•

Mississippi

Clarksdale, WROX.....Bob Peterson
Greenville, WJPR.....Ed Vincent
Greenwood, WGRM.....Joe Cudd
Gulfport, WGCM.....Len Campbell
Natchez, WMIS.....Harry Kind Barth
Tupelo, WELO.....Don Whitney

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Missouri

Columbia, KFRU.....Dorothy Jacques
Hannibal, KHMO.....Bud Dawson
Joplin, WMBH.....Stella Lukens
Kansas City, KCKN.....Milan Mahale
KCMO.....Gene Moore
Springfield, KWTO.....Virgil Phillips
KTTS.....Frank Snipe
St. Joseph, KFEQ.....H. H. Packard
St. Louis, KMOX.....Seth Greiner
KWK.....Carl Hohengarten
KXOK.....Emmett Schuster
WEW.....Ralph Stein

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Kalispell, KGEZ.....Maurice Driscoll
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Kearney, KGFW.....Norma Applegate
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WEAF.....Samuel Chotzinoff
WOR.....Sylvan Levin
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WMCA.....Jerry Sears
WINS.....Bert Schefter
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Woodside, WWRL.....Low Cole

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WSOC.....Don Sheldon
Goldsboro, WGBR.....John Gay Britt
Greensboro, WBIG.....Margaret Banks
Greenville, WGTC.....Wyatt Highsmith
Jacksonville, WJNC.....Paul Seasholtz
Kinston, WFTC.....Norman Ragsdale
New Bern, WHIT.....Paul Parker
Raleigh, WPTF.....Mildred Alexander
Roanoke Rapids, WCBT.....Doyle Satterthwaite
Salisbury, WSTP.....Mrs. Rebecca Duffell
Wilmington, WMFD.....Harry W. Lee
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WSJS.....B. C. Dunford Jr.

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North Dakota

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Valley City, KOVC.....Art Lydell

Ohio

Ashtabula, WICA.....Mary Pavolino
Canton, WHBC.....Martin Alexander
Cincinnati, WSAI.....Burt Farber
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Norman, WNAD.....Jack Bowers
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Corvallis, KOAC.....Richard E. Fuson
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Pennsylvania

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Wilkes-Barre, WBRE.....Louis Savitt
York, WSAB.....Harold Shutz

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South Carolina

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Columbus, WIS.....Charlotte Lide
Greenville, WMRC.....Merrills Lewis
Florence, WOLS.....Raymond Caddell
Spartanburg, WSPA.....Hal Moore
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WROL.....Harry Nides
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WSM.....Beasley Smith

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Beaumont, KRIC.....Virginia Moon
Brownwood, KBWD.....Pat Brinkley
Corpus Christi, KWBU.....Winifred Clopton
Dallas, KRLD.....Hyman Charninsky
WFAA.....Karl Lambertz
WRR.....Jimmy Thornhill
Wort Worth, WBAP.....Gene Baugh
KFJZ.....Frances Kay
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Houston, KTRH.....Edward Fritsch
KPRC.....Fred Gibbons
Palestine, KNET.....Leland Adams
Pampa, KPDN.....Ken Bennett
Plainview, KVOP.....Joyce Taylor
Port Arthur, KPAC.....Walter LaForge Jr.
San Antonio, KABC.....Nola Reid
KMAC.....W. B. Smythe
Sweetwater, KXOX.....Zeb Williams
Weslaco, KRGV.....Dick Watkins
Wichita Falls, KWFT.....Lillie Mae Comiskey

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Utah

Logan, KVNU.....Claude Robbins
Ogden, KLO.....Max Penton
Salt Lake City, KSL.....Foster Cope
KALL.....Earl Donaldson
KDYL.....Eugene Jelesnik
KNAK.....Donald Penman
KUTA.....Wally Williams

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Virginia

Alexandria, WPIK.....William W. Jefferay
Charlottesville, WCHV.....Jean Daughtrey
Covington, WKEY.....Al Duke
Fredericksburg, WFVA.....Harold Weiss
Norfolk, WTAR.....Henry Cowles Whitehead
Petersburg, WSSV.....Jack Guller
Portsmouth, WSAP.....Lee Lively
Richmond, WMBG.....Kenneth G. Heine
WLEE.....Eleanor Morris
WRNL.....William Stell
Roanoke, WSLS.....Annabelle Chilton
WDBJ.....Eve Nininger
Winchester, WINC.....John Carl Morgan

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Washington

Aberdeen, KXRO.....G. L. Bailey
Bellingham, KVOS.....Jerome Oppel
Everett, KRKO.....Merlin Matheny
Pullman, KWSC.....Robert Spratlin
Seattle, KRSC.....Ted Bell
KIRO.....Max Dolin
KTW.....Mrs. C. R. Foss
KXA.....Frances Martin
Spokane, KHQ.....Anthony A. Pinski Jr.
KGA.....Anthony A. Pinski Jr.
Tacoma, KTBI.....Bill Barry
KVI.....Harry Long
KMO.....Clementine Wacula
Wenatchee, KPQ.....Virginia Maus
Yakima, KIT.....Gene Hess
KTYW.....Betty Lou Jasper

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Charleston, WGKV.....Don Evans
WCHS.....Leah Perry Sloman
Huntington, WSAZ.....Thelma Jacobs
Morgantown, WAJR.....Richard Duncan
Parkersburg, WPAR.....Carl Loose
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Milwaukee, WEMP.....Elmer Ihrke
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WISN.....Elmer Krebs
Oshkosh, WOSH.....Pep Babler
Racine, WRJN.....Orson White
Rice Lake, WJMC.....Mike Shapiro

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Cheyenne, KFBC.....Larry Munson
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Fairbanks, KFAR.....Rex Parrott

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CKMO.....Wilf Ray
Victoria, CJVI.....N. Nisbet

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New Brunswick

Moncton, CKCW.....H. Button

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Nova Scotia

Halifax, CHNS.....Richard L. Fry

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Ontario

Cornwall, CKSF.....Howard Bailly
Fort William, CKPR.....J. Friesen
Hamilton, CHML.....Roy Milne
Kenora, CJRL.....A. Lowe
Kirkland Lake, CJKL.....Jack Reid
London, CFPL.....Donald J. Wright
North Bay, CFCH.....Lou Mitchell
Orillia, CFOR.....June Seymore
Peterborough, CHEX.....Helen Hallihan
Timmins, CKGB.....Jack Reid
Toronto, CFRB.....Wishart Campbell
CKEY.....E. Houston
Wingham, CKNX.....Harold Victor Pym

•

Quebec

Montreal, CBF.....Jean Beaudet
CBM.....J. J. Gagnier
Sorel, CJSO.....George Codling

Our

PROGRAM

is something tangible, something that your customer can see and feel. Something that will be remembered through constant association and reference. Something that will supplement your Radio Program and help people remember your name and buy your products.

We are printers of trade magazines, books and catalogs that will tell the story of your business in a manner in which it should be presented to your customers so they will remember your name and buy your products.

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PROGRAMS

Commercially Sponsored

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Title

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Advertiser and Product

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Network

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Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1945 —

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1945. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast. Where a change in agencies has taken place during the year both are listed with the second one being the new agency.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	**R. J. Reynolds Tobacco Co.** Camel Cig., Prince Albert Tobacco	NBC	**Wm. Esty & Co.**
The Abbott Mysteries	**Helbros Watch Co.** Watches	MBS	**Wm. H. Weintraub & Co.**
Abe Lincoln's Story	**Wurlitzer Co.** Musical Instruments	MBS	**Schwimmer & Scott** Chicago
Adventures of Bill Lance	**Planters Nut & Choc. Co.** Peanuts & Peanut Oil	NBC	**Raymond R. Morgan Co.**
Adventures of the Falcon	**The American Safety Razor Corp.** Gem Razor Blades	MBS	**Federal Advt. Agency** New York
Adventures of Ozzie & Harriet	**International Silver Co.** Sterling—1847 Rogers Bros. Silver	CBS	**Young & Rubicam, Inc.**
Adventures of Sherlock Holmes	**The Petri Wine Co.** Wine	MBS	**Erwin Wasey & Co., Inc.** San Francisco, Calif. Young & Rubicam, N. Y.
Adventures of Topper	**General Foods Corp.** Maxwell House Coffee	NBC	**Benton & Bowles**
The Alan Young Show	**Bristol-Meyers Co.** Sal Hapatica, Mum, Trushay	ABC	**Doherty, Clifford & Shenfield, Inc.**
Albers Homemakers Hour	**Albers Milling Co.** Cereal Products	NBC	**Erwin, Wasey & Co., Inc.**
Alex Dreier	**John Morrell & Co.** Red Heart Dog Food	NBC	**Henri Hurst & McDonald**
Alex Dreier	**Skelly Oil Co.** Gas & Oil	NBC	**Henri Hurst & McDonald**

A. L. Alexander's Mediation Board	**Serutan Co.** Serutan—Nutrex	**MBS**	**Raymond Spector Co.**
All American Boys' Baseball Game	**Esquire, Inc., Chicago** Coronet	**ABC**	**Grant Advertising, N. Y.**
All Star Football Game	**Wilson Sporting Goods Co.** Sporting Goods	**MBS**	**Schwimmer & Scott Advt. Agency**
Amanda	**Sterling Drug Co., Inc.** Phillips Tootpaste, Energine, Phillips M. of M. Tablets, Bayer	**CBS**	**U. S. Advertising** Chicago
American Album of Familiar Music	**Sterling Drug Co., Inc.** Bayer Aspirin	**NBC**	**Dancer-Fitzgerald-Sample**
American In the Air	**Wm. Wrigley, Jr. Co.** Chewing Gum	**CBS**	**J. Walter Thompson Co.**
American Melody Hour	**Sterling Drug Co., Inc.** Bayer Aspirin	**CBS**	**Dancer-Fitzgerald-Sample**
American Radio Warblers	**American Bird Prods., Inc.** Bird Food	**MBS**	**Weston-Barnett, Inc.** Chicago
American Red Cross Series	**Joint Sponsorship**	**ABC**	
American Rhapsody	**Union Ice Co.** All Products	**CBS—PC**	**George M. Wessels Advertising Agency**
Americas' Town Meeting Of The Air	**Readers Digest Assn., Inc.**	**ABC**	**B. B. D. & O.**
Amos "N" Andy	**Lever Brothers Co.** Rinso	**NBC**	**Ruthrauff & Ryan**
Andre Baruch, News	**Curtis Candy Co.** Butterfingers & Other Candy Prods.	**CBS**	**C. L. Miller**
Andrew Sisters' Show	**Nash-Kelvinator Corp.** Kelvinator Refrigerators	**ABC**	**Geyer, Cornell & Newell, Inc.**
Andrew Sisters, The	**Nash-Kelvinator Corp.** Nash Motor Cars & Kelvinator Refrig.	**CBS**	**Geyer, Cornell & Newell, Inc.**
Armstrong Theater of Today	**Armstrong Cork Co.** Armstrong Quaker Rugs, Linoleum Prods. & Floor Coverings	**CBS**	**B. B. D. & O.**
Art Baker News	**Los Angeles Soap Co.**	**NBC**	**Raymond R. Morgan Co.**
A Salute To The Civilian Soldier	**Batavia Metal Prods. Co.** Institutional	**ABC**	**Evans Assoc., Inc.**
The Aunt Jemima Show	**Quaker Oats Co.** Aunt Jemima Pancakes, Muffets, etc.	**ABC**	**Sherman K. Ellis & Co., Inc.**
Aunt Jenny	**Lever Brothers Co.** Spry	**CBS**	**Ruthrauff & Ryan**
Aunt Mary	**Ben Hur Prods., Inc.** Coffee, Spices, Extract	**NBC**	**Foote-Cone & Belding**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Mary	Safeway Stores, Inc.	NBC	Ruthrauff & Ryan
A Woman's Life	Lever Brothers Co. Swan Soap	CBS	Foote-Cone & Belding
B			
The Baby Snooks Show	General Foods Corp. Sanka Coffee	CBS	Young & Rubicam, Inc.
Backstage Wife	Sterling Drug Co. Drugs	NBC	Dancer-Fitzgerald-Sample
Bachelor's Children	Continental Baking Co. Wonder Bread & Hostess Cakes	CBS	Ted Bates, Inc.
Ballantine Show	P. Ballantine & Sons Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
Barry Cameron	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co.
Beautiful Music	John H. Breck, Inc. Breck Hair Shampoo	ABC	Charles Sheldon Advertising Agency
Benny Walker's Kitchen	Tillamook County Creamery Assn. Cheese	NBC	Botsford, Constantine & Gardner
Betty Crocker	General Mills, Inc. Flour & Cake Flour	NBC	Dancer-Fitzgerald-Sample
Betty Crocker	General Mills, Inc. Gold Medal Flour	ABC	Dancer-Fitzgerald-Sample
Betty Moore	Moore-Benjamin & Co. Paint	ABC	St. George & Keyes, Inc.
The Beaulah Show	Louis-Howe Co. Tums	CBS	Roche, Williams & Cleary, Inc.
Big Sister	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan
Big Town	Sterling Drug, Inc. Ironized Yeast	CBS	Pedler & Ryan, Inc.
Bill Haworth, News	Groves Laboratories Groves Cold Tablets & B-Complex Vitamins	CBS—PC	Donahue & Coe
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing & Brake Lining	CBS	J. Walter Thompson Co.
The Billie Burke Show	Lambert Co. Listerine Toothpaste Servel, Inc. Refrigerators & Air Conditioners	CBS	Lamber & Feasley, Inc. B. B. D. & O., Inc.

Blind Date	**Lehn & Fink Prods.** Hinds Honey & Almond Cream Lotion	**ABC**	**Wm. Esty & Co., Inc.**
Blondie	**Colgate-Palmolive-Peet** Super Suds	**CBS**	**Wm. Esty & Co., Inc.**
Bob Anderson	**Mennen Co.** Lather Shave Cream, Brushless Shave Cream	**CBS—PC**	**Duane Jones**
Bobby Hookey	**Pharmaco, Inc.** Chooz	**MBS**	**Clements Co., Inc., Phila.**
Bob Burns	**Lever Brothers Co.** Lifebuoy Soap	**NBC**	**Ruthrauff & Ryan, Inc.**
Bob Hope	**Pepsodent Co.** Pepsodent Toothpaste	**NBC**	**Foote-Cone & Belding**
Bob Nichol's Radio Parade	**Fisher Flouring Mills, Inc.** Fisher's Cereal Products	**ABC—PC**	**Pacific National Advertising Agency**
The Borden Show—(Jerry Wayne)	**Borden Co.**	**ABC**	**Young & Rubicam** **Kenyon & Eckhardt**
Boston Globe Luncheon	**Boston Globe** Speeches	**MBS**	**John C. Dowd Co.**
Boston Symphony & Pops	**Allis-Chalmers Mfg. Co.** Institutional	**ABC**	**Compton Advt., Inc.**
Boxing Bouts	**Gillette Safety Razor Co.** Safety Razors & Blades	**MBS**	**Maxon, Inc., N. Y.**
Break The Bank	**Vix Chemical Co.**	**MBS**	**Morse International, New York**
Breakfast At Sardis	**Kellogg Co.** Kellogg's Pep	**ABC**	**Kenyon & Eckhart, Inc.**
Breakfast Club	**Philco Corp.** Refrigeration	**ABC**	**Hutchens Advt. Co., Inc.**
Breakfast Club	**Swift & Co.** Any Swift Prod. acceptable to ABC	**ABC**	**J. Walter Thompson Co.**
Bright Horizon	**Lever Brothers** Swan Soap	**CBS**	**Young & Rubicam, Inc.**
Buddy Twist	**Denalan Co., Inc.** Denalan Tooth Powder	**ABC—PC**	**Rhoades & Davis Advt.**
Buddy Twist	**Soil-Off Mfg. Co.** Soil-Off	**ABC—PC**	**McCann-Erickson Co.**
Burns & Allen Show	**Lever Brothers Co.** Swan Soap	**CBC**	**Young & Rubicam Co.**
Burns & Allen	**General Foods Corp.** Maxwell House Coffee	**NBC**	**Benton & Bowles**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
CBS World News	**American Oil Co.** Amoco Gas, Lubricants & Services	CBC	Joseph Katz Co.
CBS News of the World	**The Hudson Coal Co.** D & H Anthracite	CBC	Clements Co., Inc.
Cameron Andrews Comedy Show	**P. Ballentine & Sons** Ballantine Beer & Ale	CBC	J. Walter Thompson Co.
Canary Pet Shop	**Hartz Mountain Prods.** Bird Food	MBS	George H. Hartman Chicago
Can You Top This?	**Colgate-Palmolive-Peet Co.** Shave Cream	NBC	Ted Bates, Inc.
Captain Midnight	**Wander Co.** Ovaltine	MBS	Ruthrauff & Ryan Chicago
Captain Midnight	**Wander Co.** Ovaltine	ABC	Hill, Blackett & Co.
Carnation Contented	**Carnation Co.** Evaporated Milk	NBC	Erwin, Wasey & Co.
Carol Alcott, News	**Campbell Soap Co.** All Products	CBS—PC	Ward Wheelock Co.
Carton of Cheer	**Brown & Williamson Tobacco Co.** Raleigh & Kool Cigarettes	NBC	Russell M. Seeds
Cavalcade of America	**E. I. DuPont de Nemours & Co.** Institutional	NBC	B. B. D. & C., Inc.
Cedric Foster	**Employees Group Insurance Co.** Insurance	MBS	H. B. Humphrey Co. Boston
Charlotte Greenwood Show	**Hall Brothers** Hall-Mark Greeting Cards	ABC	Foote-Cone & Belding
Chesterfield Supper Club	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Christian Science Monitor View the News, The	**Christian Science Pub Co.** Christian Science Monitor	ABC	H. B. Humphrey Co.
Chuck Collins	**Wash. Coop. Egg & Poultry Assn.** Eggs & Poultry	NBC	Pacific Nat'l Advert. Agcy.
Charley McCarthy Show	**Standard Brands, Inc.** Chase & Sanborn Coffee	NBC	J. Walter Thompson Co.
Circle Arrow Show	**Wester Auto Supply Co** Auto Accessories	NBC	Bruce B. Brewer & Co.
Cited for Valor	**Brown & Haley Candy Co.** Candy	NBC	Sonig-Cooper Co.

Highways in Melody	**Cities Service Co.** Petroleum Prods., Tires, etc.	**NBC**	**Foote-Cone & Belding**
Cliff Edwards	**Baumont Co.** Four Way Cold Tablets, Groves B-Complex	**MBS**	**Donahue & Coe, Inc.** N. Y.
Club Time	**Club Aluminum Prods. Co.** Aluminum Household Utensils	**ABC**	**Trade Development Corp.**
Colgate Sports Newsreel	**Colgate-Palmolive-Peet Co.** Shave Cream	**NBC**	**Sherman & Marquette**
Collins Calling	**Wash. Coop. Farmers Assn.** Lynden Chicken Products	**ABC—PC**	**Pacific Nat'l Advt. Agency**
Comedy Theatre	**P. Lorillard Co** Old Gold Cigarettes	**NBC**	**Lennen & Mitchell, Inc.**
Confidentially Yours With Arthur Hale	**Richfield Oil Corp.** Oil & Gas	**MBS**	**Sherman &. Ellis Co.** **Hixon-O'Donnell Adv.**
Confidentially Yours With Arthur Hale	**Sinclair Refining Co.** Oil & Gas	**MBS**	**Hixon-O'Donnell Adv.**
Continental Celebrity Club	**Continental Can Co.** Institutional, Packaging, Plastic Prods.	**CBS**	**B. B. D. & C., Inc.**
Corliss Archer	**Anchor Hocking Glass Corp.** Anchor Glass, Fire King Oven Glass Prods.	**CBS**	**Wm. H. Weintraub & Co.**
Coronet Front Page	**Esquire, Inc.** Coronet Magazine	**ABC**	**Schwimmer & Scott Adv.**
Coronet Quick Quiz	**Esquire, Inc.** Coronet Magazine	**ABC**	**Schwimmer & Scott Adv.**
Coronet Storyteller	**Esquire, Inc.** Coronet Magazine	**ABC**	**Schwimmer & Scott Adv.**
Correction Please	**Bristol-Myers, Inc.** Minit-Rub & Vitalis	**NBC**	**Young & Rubicam Co.**
Cosmo Tune Time	**Reichhold Chemicals, Inc.** Cosmo Records	**MBS**	**Grant Advt., Inc.** N. Y.
Cotton Bowl Game	**Gillette Safety Razor Co.** Safety Razors & Blades	**MBS**	**Maxon, Inc.**
Counter-Spy	**Pharma-Craft Corp.** "Fresh" (Deodorant)	**ABC**	**Young & Rubicam Co.**
County Fair	**The Borden Co.** Milk & Ice Cream, Hemo & Instant Coffee	**ABC**	**Kenyon & Eckhardt, Inc.**
County Fair	**Borden Co.** All Products	**CBS**	**Kenyon & Eckhardt, Inc.**
Crime Doctor	**Philip Morris & Co., Ltd.** Philip Morris Cigarettes	**CBS**	**The Biow Co.**
Crime Is My Pastime	**Knox Co.** Cystex	**MBS**	**Raymond R. Morgan Co.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Crooked Square	**Frank H. Lee, Inc.** Lee Hats	MBS	Wm. H. Weintraub & Co.
Curtain Time	**Mars, Inc.** Candy Bars	ABC	Grant Advt., Inc.

D

Dale Carnegie	**Frank H. Lee, Inc.** Lee Hats	MBS	Bermingham, Castleman & Pierce Wm. H. Weintraub & Co.
Danny Kaye Show	**Pabst Sales Co.** Pabst Blue Ribbon Beer	CBS	Warwick & Legler, Inc.
Darts for Dough	**Dr. Pepper Co.** Dr. Pepper Carbonated Beverage	ABC	Tracy-Lockes Co., Inc. Texas
Date With Judy	**Lewis-Howe Co.** Tums	NBC	Roche, Williams & Cleary
Dave Vaile, News	**Benruss Watch Co.** Watches	CBS	Young & Rubicam Co.
	California Prune & Apricot Growers Assn. Sunsweet Prunes	CBS	Long Advert. Service
	Vicks Chemical Co. All Prods.	CBS	Morse International
	Day & Night Mfg. Co. Water Heats & Equip.	CBS	Hixon-O'Donnell Adv.
David Harding—Counter-Spy	**Mail Pouch Tobacco Co.** Tobacco	ABC	Walker & Downing
David Harum	**B. T. Babbitt** Bab-O Cleaner	NBC	Duane, Jones Co.
Death Valley Sheriff	**Pacific Coast Borax Co.** Borax, Boraxo, 20 Mule Team Borax	CBS	McCann-Erickson, Inc.
Detect & Collect	**P. Lorillard** Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Detect & Collect	**B. F. Goodrich & Co.** Tires & Other Items	ABC	B. B. D. & O., Inc.
Detroit Bible Class	**Radio Bible Class** Religious Talk	MBS	Stanley G. Boynton Detroit
Detroit Symphony Orch.	**Reichhold Chemicals, Inc.** Institutional	MBS	Grant Advt., Inc. New York
Dick Brown—Singer	**Form-Fit Co.** Foundation Garments	MBS	Buchanan & Co. Chicago
Dick Haymes Show, The	**Electric Auto-Lite Co.** Spark Plugs, Batteries, Ignition Systems, Accessories	CBS	Ruthrauff & Ryan

Dick Tracy	**Sweets Co. of America** Tootsie—V-M	**ABC**	**Ivey & Ellington, Inc.**
Dinah Shore's Open House	**General Foods Corp.** Birdseye Frosted Foods	**NBC**	**Young & Rubicam Co.**
Dr.'s Talk It Over, The	**The American Cyanamid Co.** Pharmaceuticals & Biologicals	**ABC**	**Hazard Advt. Co.**
Dr. Fights, The	**Schenley Labs., Inc.** Penicillin	**CBS**	**The Biow Co., Inc.**
Don Gardiner	**Serutan Co.** Serutan-Nutrex	**ABC**	**Grant Advertising, Inc.**
Don't You Believe It?	**Campana Sales Corp.** All Products	**CBS**	**Wallace-Ferry-Hanley**
	Chemicals, Inc. Vana Household Cleaner	**CBS**	**Garfield & Guild**
Don Voorhees Orch.	**Chrysler Corp.** Motor Cars	**CBS**	**Ruthrauff & Ryan, Inc.**
Double Or Nothing	**Pharmoco, Inc.** Feen-a-mint & Chooz	**MBS**	**Wm. Esty & Co.** **Ruthrauff & Ryan, Inc.**
D & H Miners	**Hudson Coal Co.** Coal	**NBC**	**Clements Co.**
Dreen Show, The	**Procter & Gamble Co.** Dreen & Dreft	**NBC**	**Kastor-Farrell-Chesley & Clifford**
Drew Pearson	**Serutan Co.** Serutan-Nutrex	**ABC**	**Grant Advertising Co.**
Drew Pearson	**Frank H. Lee Co.** Men's Hats	**ABC**	**Wm. H. Weintraub & Co.**
Dr. Christian	**Chesebrough Mfg. Co.** Vaseline Preparations	**CBS**	**McCann-Erickson, Inc.**
Dr. I. Q.	**Mars, Inc.** Candy	**NBC**	**Grant Advt., Inc.**
Dr Kate	**Sperry Flour Co.** Drifted Snow Flour	**NBC**	**Knox-Reeves Adv., Inc.**
Dr. Paul	**Safeway Stores, Inc.** Dutch Mill Cheese	**NBC**	**Ruthrauff & Ryan**
Dr. Wallace Sterling	**Day & Night Mfg. Co.** Water Heaters & Equip.	**CBS—PC**	**Hixon-O'Donnell Adv.**
	Kelite Prods., Inc. Kenu Cleaner	**CBS**	**Little & Co.**
Duffy's Tavern	**Bristol-Myers, Inc.** Minit Rub & Vitalis	**NBC**	**Young & Rubicam Co.**
Dunninger	**Lever Brothers Co.** Rinso	**NBC**	**Ruthrauff & Ryan, Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Durante & Moore Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
	United Drug Co. Drugs	CBS	N. W. Ayer & Son
E			
Earl Goodwin	Hastings Mfg Co. Piston Rings Casite	ABC	Keeling & Co., Inc.
	National Board of Fire Underwriters Fire Insurance	ABC	MacFarland & Aveyard
Earl Wilson	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson Co.
Early American Dance Music	Ford Motor Co. Ford Motors	ABC	J. Walter Thompson Co.
Easy Aces	American Home Prod. Corp. Anacin	CBS	Dancer-Fitzgerald-Sample
East-West Football Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon, Inc.
Eddie Bracken Show	Standard Brands Inc. Yeast, Margarine	NBC	Kenyon & Eckhardt
Eddie Cantor Show	Bristol-Meyers Inc. Sal Hepatica, Trushay	NBC	Young & Rubicam Co.
Edward Jorgenson	Wash. State Apple Commission Apples	ABC-PC	J. Walter Thompson Co.
Edward R. Murrow	American Oil Co. Amoco Gas, Lubricants, Services	CBS	Joseph Katz Co.
	Pan American Petroleum Corp. Petroleum Products	CBS	Fitzgerald Adv. Age
Edwin C. Hill	Johnson & Johnson Red Cross Div. 327, Surgical Dressing	CBS	Young & Rubicam Co.
Ed Wynn Show, The	Borden Company Milk & Ice Cream, Hemo & Instant Coffee	ABC	Young & Rubicam Co.
Electric Hour, The	The Electric Co. Advt. Program Institutional	CBS	N. W. Ayer & Son
Electric Summer Hour, The	The Electric Co. Advt. Program Institutional	CBS	N. W. Ayer & Son
Elgin Thanksgiving Show	Elgin Nat'l Watch Co Institutional	CBS	J. Walter Thompson Co.
Elgin Christmas Show	Elgin Nat'l Watch Co. Institutional	CBS	J. Walter Thompson Co.

Ellery Queen	**American Home Prod. Corp.** Anacin	**CBS**	**Dancer-Fitzgerald-Sample**
Ellery Queen	**Emerson Drug Co.** Bromo Seltzer	**NBC**	**McCann-Erickson**
Elmer Peterson	**Planters Nut & Choc. Co.** Peanuts and Peanut Oil	**NBC**	**Raymond R. Morgan Co.**
Evening With Romberg	**Brown & Williamson Tobacco Co.** Raleigh & Kool Cigarettes	**NBC**	**Russel M. Seeds Co.**
Everything for the Boys	**Electric Auto-Lite Co.** Automotive Products	**NBC**	**Ruthrauff & Ryan**
Exploring the Unknown	**Revere Copper & Brass Co.**	**MBS**	**St. George & Keyes**

F

Falstaff Show, The	**Falstaff Brewing Co.** Beer	**ABC**	**Dancer-Fitzgerald-Sample**
Famous Jury Trials	**Williamson Candy Co.** Candy Bars	**ABC**	**Aubrey, Moore & Wallace, Inc.**
F. B. I. in Peace & War	**Procter & Gamble Co.** Lava	**CBS**	**Biow Co., Inc.**
Fibber McGee & Molly	**S. C. Johnson & Son, Inc.** Wax Products	**NBC**	**Needham, Louis & Brorby**
First Line, The	**Wm. Wrigley, Jr. Co.** Chewing Gum	**CBS**	**Arthur Mayerhoff & Co.**
First Nighter	**Campana Sales Co.** All Products	**CBS**	**Wallace-Ferry-Hanley**
Fishing and Hunting Club of the Air, The	**Mail Pouch Tobacco Co** Tobacco	**ABC**	**Walker & Downing**
Fitch Bandwagon	**F. W. Fitch Co.** Shampoo, Hair Tonic	**NBC**	**L. W. Ramsey Co.**
Fleetwood Lawton	**Whitehall Pharmacal Co.** Anacin	**NBC**	**J. Walter Thompson Co.**
Football Games	**United States Army** Recruiting	**ABC**	**N .W. Ayer & Son Co.**
Ford Program—(Raymond Paige)	**Ford Motor Company** Ford Motors	**ABC**	**J. Walter Thompson Co.**
Ford Show, The	**Ford Motor Co.** Ford, Lincoln Zephyr	**NBC**	**J. Walter Thompson Co.**
Ford Show, The	**Ford Motor Co.** Ford Motor Cars	**CBS**	**J. Walter Thompson Co.**
Ford Sunday Evening Hour	**Ford Motor Co.** Automobiles, Service & Parts	**ABC**	**Kenyon & Eckhardt**
Frances Langford Show	**Standard Brands Inc.** Chase & Sanborn Coffee	**NBC**	**J. Walter Thompson Co.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank Sinatra Show	**Sales Builders Inc.** Max Factor Cosmetics	CBS	Smith & Drum, Inc.
	P. Lorillard Co. Old Gold Cigarettes	CBS	Lennen & Mitchell
Frank Singiser	**Sinclair Refining Co.** Oil & Gasoline	MBS	Hixson-O'Donnell Adv.
Fred Allen	**Standard Brands Inc.** Tea, Margarine	NBC	J. Walter Thompson Co.
Fred Waring Program, The	**Owens-Illinois Glass Co.** Institutional	ABC	J. Walter Thompson Co.
Freedom of Opportunity	**Mutual Benefit, Health & Accident Assn.** Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Fresh Up Show, The	**Seven-Up Bottling Co.** Seven-Up	MBS	J. Walter Thompson Co.
Friday on Broadway	**American Home Prod. Corp.** Anacin	CBS	Dancer-Fitzgerald-Sample
Friendship Ranch	**General Baking Co.** Bond Bread	ABC	The Clements Co., Inc.
Front Page Farrell	**Whitehall Pharmacal Co.** Bisodol & Kolynos Toothpaste	NBC	Dancer-Fitzgerald-Sample
Fulton Lewis, Jr.	**G. N. Coughlan Co.** Soot Destroyer	MBS	Roche, Williams & Cleary
Fun & Mirth With Eddie Mar	**Signal Oil Co.** Motor Oil & Gasoline	ABC	Barton A. Stebbins Ad. Agency
Furlough Fun	**Gilmore Oil Co** Oil & Gasoline	NBC	Ruthrauff & Ryan

G

Gabriel Heatter	**R. B. Semler, Inc.** Kreml Hair Tonic	MBS	Erwin Wasey & Co., Inc.
	Zonite Products Corp Forhan's Toothpaste	MBS	Erwin Wasey & Co., Inc.
	Barbasol Co. Barbasol		Erwin Wasey & Co., Inc.
Galen Drake	**William H. Wise & Co., Inc.** Various Publications	ABC	Huber Hoge & Son
Gangbusters	**Dr. S. Sloan** Sloan's Liniment	ABC	Warwick & Ledger, Inc.
	L. E. Waterman Co. Fountain Pens, Pencils & Ink	ABC	Charles Dallas Reach Co.

Garden Gate	**Ferry-Morse Seed Co.** Seeds	**CBS**	**MacManus, John & Adams, Inc.**
Gay Mrs. Featherstone	**Brown & Wiliamson Tob. Co.** Raleigh & Kool Cigarettes	**NBC**	**Russell M. Seeds**
GE House Party	**General Electric Co.** Household Appliances	**CBS**	**Young & Rubicam Co.**
Gene Autry Show	**Wm. Wrigley, Jr. Co.** Chewing Gum	**CBS**	**Ruthrauff & Ryan, Inc.**
General Motors Symphony of the Air	**General Motors Inc.** Institutional	**NBC**	**Arthur Kudner**
George Hicks	**Scripto Mfg. Co.** Pencils	**ABC**	**Tucker Wayne & Co.**
Gillette Fights	**Gillette Safety Razor Co.** Safety Razors, Blades, Brushless & Lather Cream	**ABC**	**Maxon, Inc.**
Gil Martin	**Kellogg Co.** Gro-Pup, Raisin Bran Flakes	**ABC**	**Kenyon & Eckhardt, Inc.**
Ginny Simms Show, The	**Borden Co.** All Products	**CBS**	**Young & Rubicam Co.**
Give & Take	**Chef Boy-Ar-Dee Quality Foods** Spaghetti Dinner	**CBS**	**McJunkin Adv. Co.**
Glamour Manor	**Procter & Gamble Co.** Crisco & Ivory Snow	**ABC**	**Compton Adv. (Crisco)** **Benton & Bowles (Ivory Snow)**
Gracie Fields	**Bristol-Meyers Co.** Mum & Ipana	**ABC**	**Doherty, Clifford & Shenfield, Inc.**
Graeme Fletcher	**Campbell Cereal Co.** Cereals	**NBC**	**Raymond R. Morgan Co.**
	Kerr Glass Mfg. Corp. Glass Jars	**NBC**	**Raymond R. Morgan Co.**
	Peter Paul Inc. Mounds & Ten Crown Gum	**NBC**	**Brisacher, Van Norden & Staff**
Grand Central Station	**Pillsbury Mills, Inc.** Pillsbury's Best, Sno-Sheen & Pancake Flour	**CBS**	**McCann-Erickson, Inc.**
Grand Hotel	**Campana Sales Co.** Cosmetics & Toiletries	**NBC**	**Wallace-Ferry-Hanley Co.**
Grand Ole Opry	**Purina Mills** Purina Foods	**NBC**	**Gardner Adv. Co.**
	R. J. Reynolds Tob. Co. Prince Albert Smoking Tob	**NBC**	**Wm. Esty & Co., Inc.**
Great Gildersleeve, The	**Kraft Foods Co** Parkay	**NBC**	**Needham, Lewis & Brorby**
Great Moments in Music	**Celanese Corp. of America** All Products	**CBS**	**Young & Rubicam Co.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Greenfield Chapel Service	**Ford Motor Co.** Ford Motors	ABC	J. Walter Thompson Co.
Guiding Light	**General Mills Inc.** Betty Crocker Soups, Wheaties	NBC	Knox-Reeves
Guy Lombardo & His Royal Canadians	**Larus & Brother Co., Inc.** Chelsea Cigarettes & Edgeworth Tobacco	ABC	Warwick & Ledger, Inc.
H			
Hal MacIntyre & Orchestra	**Eversharp Inc.** Pens & Pencils	ABC	The Biow Co.
Happy Island	**Borden Company** Milk & Ice Cream, Hemo & Instant Coffee	ABC	Young & Rubicam Co.
Harry W. Flannery	**Bekins Van & Storage Co.** Storage	CBS-PC	Brooks Adv. Agency
Harry James	**Pabst Sales Co.** Pabst Blue Ribbon Beer	CBS	Warwick & Ledger, Inc.
Harvest of Stars	**Internat'l Harvester Co.** Motor Trucks & Farm Mach.	NBC	McCann-Erickson, Inc.
Hawthorne House	**Guittard Chocolate Co.** Guittard Ground Chocolate	ABC	Garfield & Guild Adv.
Hedda Hopper's Hollywood	**Armour & Co.** Treet, Vitalox & Other Products	ABC	Foote, Cone & Belding
Hedda Hopper's Hollywood	**Armour & Co.** Treet, Lard, Cloverbloom Dairy Products	CBS	Foote, Cone & Belding
Heidt Time for Hires	**Charles E. Hires Co.** Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
Hello Sweetheart	**Gum Laboratories** Ivoryne Peroxide Chewing Gum	ABC	McJunkin Adv. Co.
Henry Gladstone	**General Cigar Co.** White Owl Cigars	MBS	J. Walter Thompson Co.
Here Comes Elmer	**Lewis-Howe Co.** Tums	CBS	Roche, Williams & Cleary
Here's to Romance	**Bourjois, Inc.** Cosmetics & Perfumes	CBS	Foote, Cone & Belding
Hires Icebox Follies	**Charles E. Hires Co.** Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
His Honor the Barber	**P. Ballentine & Sons** Beer & Ale	NBC	J. Walter Thompson Co.
Hoagy Carmichael Show	**Table Products Inc.** NuMade Mayonnaise	NBC	Foote, Cone & Belding

Hobby Lobby	**Anchor Hocking Glass Corp.** Anchor Glass, Fire King Ovenglass Products	CBS	Wm. H. Weintraub & Co.
Hollywood Mystery Time	**Jergens Co.** Jergens Lotion, Woodbury Soap & Face Powder	ABC	Lennen & Mitchell Co.
Hollywood Preview	**General Petroleum Corp. of Calif.** All Products	CBS-PC	Smith & Drum, Inc.
Hollywood Radio Life	**Chemicals Inc.** Vano	ABC—PC	Garfield & Guild Co.
Hookey Hall	**Pharmaco, Inc.** Chooz	MBS	Clements Co.
Hop Harrigan	**General Foods Corp.** Grapenuts Flakes	ABC	Young & Rubicam Inc.
Hour of Charm	**General Electric Co.** G.E. Mazda Lamps	NBC	B. B. D. & O., Inc.
House of Mystery	**General Foods Corp.** Post Toasties	MBS	Benton & Bowles, Inc.
Human Adventure, The	**Revere Copper & Brass Inc.** Institutional	MBS	St. Georges & Keyes
Hymns of All Churches	**General Mills Inc.** Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample
Hymns of All Churches	**General Mills Inc.** Cake Flour	NBC	Dancer-Fitzgerald-Sample

I

Ice Follies	**Shipstad & Johnson** Institutional	MBS	Smith, Bull & McCreery Hollywood
Ilka Chase	**Berkshire Knitting Mills** Full Fashioned Stockings	MBS	Geyer, Cornell & Newell, Inc.
Information Please	**H. J. Heinz Co.** Heinz Foods	NBC	Maxon, Inc.
	Socony-Vacuum Oil Co. Oil	NBC	Compton Adv. Inc.
Inner Sanctum	**Lever Bros. Co.** Lipton's Tea & Soup	CBS	Young & Rubicam, Inc.
Inside of Sports	**Baynuk Cigars, Inc.** Phillies Cigars	MBS	Ivey & Ellington Neal D. Ivey
Island Venture	**Wm. Wrigley, Jr. Co.** Chewing Gum	CBS	Arthur Meyerhoff & Co.
It Pays to Be Ignorant	**Philip Morris Co., Ltd.** Philip Morris Cigarettes	CBS	The Biow Co.
I Was There	**Hunt Packing Co.** Tomato Juice & All Products	CBS	The Biow Co. Young & Rubicam, Inc.

J

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Armstrong	**General Mills** Wheaties	ABC	Knox Reeves Adv., Inc.
Jack Benny	**American Tobacco Co.** Lucky Strike Cigarettes	NBC	Ruthrauff & Ryan
Jack Berch	**The Prudential Ins. Co.** Insurance	ABC	Benton & Bowles, Inc.
Jack Carson Show, The	**Campbell Soup Co.** All Products	CBS	Foote, Cone & Belding Ward Wheelock
Jack Kirkwood Show, The	**Procter & Gamble Co.** Ivory Soap, Oxydol	CBS	Compton Advt., Inc.
Jack Smith Show, The	**Procter & Gamble Co.** Oxydol	CBS	Dancer-Fitzgerald-Sample
James Abbe Observes	**Fisher Flouring Mills Inc.** Fisher's Cereal Products	ABC-PC	Pacific Nat'l Adv. Agy.
James Abbe Pictures the News	**Fisher Flouring Mills Inc.** Cereals & Flour	NBC	Pacific Nat'l Adv. Agy.
Jergens Summer Edition	**Andrew Jergens Co.** Lotion, Woodbury Soap & Face Powder	ABC	Lennen & Mitchell, Inc.
Jerry Cooper	**Miss Swank, Inc.** Miss Swank Slips	MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co.
Jerry Wayne Show	**The Borden Co.** All Products	CBS	Young & Rubicam, Inc.
Jimmie Fidler	**Carter Products Inc.** Arrid	ABC	Small & Seiffer, Inc.
Jimmy Carroll Sings	**E. R. Squibb & Sons** Toothpowder, Dental Cream, Pharmaceutical Products	CBS	Geyer, Cornell & Newell
Joe E. Brown—Stop Or Go	**McKesson & Robbins, Inc.** M & R Products	ABC	J. D. Tarcher & Co.
John B. Kennedy	**Harvel Watch Co.** Watches	ABC	A. W. Lewin Co.
John J. Anthony	**Carter Products, Inc.** Carter's Little Liver Pills	MBS	Ted Bates, Inc.
Johnny Morgan Show	**P. Ballantine & Sons** Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
John W. Vandercook	**Best Foods, Inc.** Nucoa	NBC	Benton & Bowles
	Sentinel Radio Corp. Institutional	NBC	Evans Associates, Inc.

	General Motors Corp. Oldsmobile	NBC	D. V. Brother & Co., Inc.
Johnny Presents	**Philip Morris & Co., Inc.** Cigarettes	NBC	The Biow Co.
Joseph C. Harsch	**B. F. Goodrich Co.** Rubber Products	CBS	B. B. D. & O., Inc.
Joyce Jordan, M.D.	**General Foods Corp.** Grapenuts & Grapenuts Wheatmeal	CBS	Young & Rubicam, Inc.
Joyce Jordan, M.D.	**Procter & Gamble Co.** Drene & Dreft	NBC	Dancer-Fitzgerald-Sample
Judy Canova Show	**Colgate-Palmolive-Peet Co.** Soap & Toothpowder	NBC	Ted Bates, Inc.
Just Entertainment	**Wm. Wrigley, Jr. Co.**	CBS	J. Walter Thompson Co. Arthur Meyerhoff Co.
Just Plain Bill	**Whitehall Pharmacal Co.** Anacin, Heet, Hills Cold Tablets	NBC	Dancer-Fitzgerald-Sample

K

Kaltenborn Edits the News	**Pure Oil Co** Oil & Gasoline	NBC	Leo Burnett Co., Inc.
Kate Smith Hour	**General Foods Corp.** Jello & Jello Puddings, Sanka	CBS	Young & Rubicam, Inc.
Kate Smith Sings	**General Foods Corp.** Postum	CBS	Young & Rubicam, Inc.
Kate Smith Speaks	**General Foods Corp.** Baker's Chocolate & Cocoa, Certo, Post 40% Bran Flakes, Post Raisin Bran, Swansdown, Calumet	CBS	Young & Rubicam, Inc. Benton & Bowles
Kay Kyser's Kollege of Musical Knowledge	**Colgate-Palmolive-Peet Co.** Soap & Dental Cream	NBC	Ted Bates, Inc.
K. C. Jamboree	**Jacques Mfg. Co.** K. C. Baking Powder	NBC	Leo Burnett Co., Inc.
Keep Up With The World	**Elgin National Watch Co.** Watches	ABC	J. Walter Thompson Co.
Kellogg's Home Edition	**Kellogg Co.** Gro-Pup, Raisin Bran Flakes	ABC	Kenyon & Eckhardt, Inc.
Kentucky Derby	**Gillette Safety Razor Co.** Blades, Shaving Cream	CBS	Maxon, Inc.
Knox Manning, News	**McMohan Furniture Stores** Home Furnishings	CBS-PC	M-C-M Adv .Agency
Knox Manning Reports	**S. W. Fine Foods, Inc.** Food & Coffee	CBS—PC	Brisacher, Van Norden & Staff
Kraft Music Hall	**Kraft Foods Co.** Kraft Products	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	L		
Ladies Be Seated	**Quaker Oats Co.** Aunt Jemima Pancakes, Muffets, etc.	ABC	Sherman &. Ellis & Co., Inc.
Lanny & Ginger	**Beaumont Co.** Four-Way Cold Tablets, Grove B-Complex	MBS	Donahue & Coe, Inc.
Layman's Views of the News	**Sealy Mattress Co.** Mattresses	NBC	Alvin Wilder Adv.
Leland Stowe	**National Board of Fire Underwriters** Fire Insurance	ABC	MacFarland & Aveyard & Co.
Letters to Lindlahr	**Serutan Co.** Serutan-Nutrex	MBS	Raymond Spector Co. Grant Adv.
Let's Face the Issue	**Chesapeake & Ohio Railway Co.** Service	MBS	Kenyon & Eckhardt, Inc.
Let's Pretend	**Cream of Wheat Corp.** Cream of Wheat	CBS	B. B. D. & Co., Inc.
Let Yourself Go	**Eversharp, Inc.** Eversharp Pens, Pencils, Redtop Lead	CBS	The Biow Co.
Life Can Be Beautiful	**Procter & Gamble Co.** Ivory Soap, Teel	CBS	Compton Adv., Inc.
Life of Riley	**American Meat Institute** Institutional	ABC	Leo Burnett Co., Inc.
Life of Riley	**Procter & Gamble Co.** Teel	NBC	The Biow Co.
Light of the World	**General Mills, Inc.** Kitchen Tested Flour, Softasilk Flour, Kix	CBS	Dancer-Fitzgerald-Sample
Listening Post, The	**Curtis Publishing Co.** Saturday Evening Post	ABC	MacFarland Aveyard & Co.
Little Betsy Ross Girl	**Campana Sales Co.** Solitair Makeup	NBC	The Clements Co.
Lois Lang & Three Suns	**Chatham Mfg. Co.** Blankets	ABC	The M. H. Hackett Co.
Lone Ranger	**General Mills, Inc.** Cheerios	ABC	Dancer-Fitzgerald-Sample
Lora Lawton	**B. Y. Babbitt, Inc.** Bab-O Cleaner	NBC	Duane Jones Co.
Lorenzo Jones	**Sterling Drug, Inc.** Phillips, Bayer Aspirin	NBC	Dancer-Fitzgerald-Sample
Lowell Thomas	**Sun Oil Co.** Gas & Oil	NBC	Roche, Williams & Cleary
Lum 'n' Abner	**Miles Laboratories, Inc.** Alka-Seltzer & One-A-Day Vitamins	ABC	Wade Advertising Agency

Luncheon With Lopez	Stokely Bros. & Co. Tenderoni, Van Camp Prods.	MBS	Calkins & Holden
Lutheran Hour	Lutheran's Laymen's League	MBS	Kelly, Zahrndt & Kelly Gotham Adv. Co.
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap & Flakes	CBS	J. Walter Thompson Co.
Lynn Murray's Orch. & Chorus	E. R. Squibb & Sons Toothpowder, Dental Cream, Pharmaceutical Products	CBS	B. B. D. & O., Inc.

M

Maisie	Eversharp, Inc. Eversharp Pens, Pencils, Redtop Lead	CBS	The Biow Co.
Major Bowes Red Cross Show	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan
Major Bowes Shower of Stars	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan
Man Clled X, The	Lockheed Aircraft Corp. Transportation	ABC	Foote, Cone & Belding
Man Clled X, The	Pepsodent Co. Toothpaste	NBC	Foote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug, Inc. Dr. Lyon's Toothpaste	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer-Fitzgerald-Sample
March of Time	Time, Inc. Time Magazine	ABC	Young & Rubicam, Inc.
Mary Marlin	Standard Brands, Inc. Fleischmann's Yeast	CBS	J. Walter Thompson Co.
Mary Small Revue	D. L. Clark Co. Candy	ABC	B. B. D. & O., Inc.
Matinee Theater	Vick Chemical Co. All Products	CBS	Morse International
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
Mayor of the Town	Noxema Chemical Co. Noxema, Noxema Shave Cream	CBS	Ruthrauff & Ryan
Meet Margaret McDonald	Procter & Gamble Co. Crisco	CBS	Compton Adv. Co., Inc.
Meet Me at Parky's	P. Lorillard Co. Old Gold Cigarettes	NBC	Lennen & Mitchell

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	Participating Program	CBS—PC	
Meet Your Navy	**Raytheon Mfg. Co.** Radio Tubes, Electrical & Electronics Products	ABC	J. M. Mathes, Inc.
Memo for Tomorrow	**Conti Products, Inc.** Conti Shampoo & Soap	MBS	Bermingham Castleman & Pierce, Inc.
Men of Vision	**Bendix Aviation Corp.** All Products	CBS	Grant Adv. ,Inc.
Merry Life of Mary Christmas	**Lever Bros. Co.** Swan Soap	CBS	Young & Rubicam, Inc.
Metropolitan Opera	**The Texas Co.** Texaco Petroleum Prods.	ABC	Buchanan & Co., Inc.
Metropolitan Opera Presents	**Sherwin-Williams Co.** Paints	ABC	Warwick & Legler, Inc.
Miss Hattie	**Aluminum Co. of America** Institutional	ABC	Fuller & Smith & Ross, Inc.
Molle Mystery Theater	**Centaur Co.** Molle Shave Cream	NBC	Young & Rubicam, Inc.
Mommie & the Men	**Procter & Gamble Co.** Ivory Soap	CBS	Compton Adv., Inc.
Money on the Line	**Safeway Stores, Inc.** Sunnybrook Margarine	CBS—PC	McCann-Erickson, Inc.
Mr. District Attorney	**Coldstream Prods. Corp.** **Bristol-Meyers, Inc.** Vitalis & Ipana	NBC	Doherty, Clifford & Shenfield
Mr. Keen, Tracer of Lost Persons	**American Home Prods. Corp.** Kolynos Tooth Powder	CBS	Dancer-Fitzgerald-Sample
Mr. & Mrs. North	**Andrew Jergens Co.** Woodbury Soap	NBC	Lennen & Mitchell, Inc.
Murder Is My Hobby	**Knox Company** Mendaco	MBS	Raymond R. Morgan Co.
Murder Will Out	**Rainier Brewing Co.** Rainier Beer, Malt & Ale	ABC—PC	Buchanan & Co., Inc.
Musical Bouquet	**Pinaud, Inc.** Cosmetics	ABC	Dorland International Pettingell & Fenton, Inc.
Music America Loves Best	**Radio Corp. of America** Institutional	NBC	J. Walter Thompson Co.
Music of Andre Kostelanetz	**Chrysler Corp.** Motor Cars	CBS	Ruthrauff & Ryan
Music of Morton Gould	**Chrysler Corp.** Motor Cars	CBS	Ruthrauff & Ryan

Music That Satisfies	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	**CBS**	**Newell-Emmett, Inc.**
My Best Girls	**Cummer Products Co.** Energine	**ABC**	**Young & Rubicam, Inc.**
Mystery in the Air	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	**NBC**	**Wm. Esty & Co., Inc.**
My True Story	**Libby, McNeill & Libby** Canned Goods	**ABC**	**J. Walter Thompson Co.**

N

National Barn Dance	**Miles Lab., Inc.** Alka-Seltzer & Vitamins	**NBC**	**Wade Advert. Agency**
National Farm & Home Hour	**Allis-Chalmers Mfg. Co.** Farm Equipment	**NBC**	**Bert S. Gittins Adv.**
National Professional Football Championship Game	**Wilson Sporting Goods Co.** Sporting Goods	**ABC**	**U. S. Advt. Corp.**
Nebbs, The	**Knox Company** Cystex	**MBS**	**Raymond R. Morgan Co.**
Ned Calmer, News	**Parker Pen Co.** Parker Pens, Pencils & Quink	**CBS**	**J. Walter Thompson Co.**
Nelson Pringle, News	**General Mills, Inc.** Wheaties	**CBS—PC**	**Knox-Reeves Adv., Inc.**
	Union Oil Co. Gas & Oil	**CBS**	**Foote, Cone & Belding**
News & Betty Crocker	**General Mills, Inc.** Gold Medal Flour	**ABC**	**Dancer, Fitzgerald & Sample**
News of the World	**F. W. Fitch Co.** Shampoo, Hair Tonic	**NBC**	**L. W. Ramsey Co.**
	Miles Lab., Inc. Alka-Seltzer & Vitamins	**NBC**	**Wade Advt. Agency**
News of the World With Robert St. John	**Miles Lab., Inc.** Alka-Seltzer & Vitamins	**NBC**	**Wade Advt. Agency**
News With Howard Petrie	**Seeman Brothers, Inc.** Air-Wick	**CBS**	**Wm. H. Weintraub & Co.**
N. Y. Philharmonic-Symphony	**U. S. Rubber Co.** All Products	**CBS**	**Campbell-Ewald Co., Inc.**
Night at Hoagy's	**Table Prods., Inc.** Nu-Made Mayonnaise	**MBS**	**Foote, Cone & Belding**
Night Editor	**Safeway Stores, Inc.** Edwards Coffee	**NBC**	**Ruthrauff & Ryan**
Noah Webster Says	**Southern Cotton Oil Co.** Wesson Oil & Snowdrift	**NBC**	**Fitzgerald Advt., Co.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
O			
Okay for Release	**Groves Lab., Inc.** Cold Tablets & Vitamins	NBC	Russel M. Seeds Co.
Ona Munson in Hollywood	**Barron-Grey Packing Co.** Health Vegetable Juice	CBS—PC	Long Advt. Service
	Herman Basch & Co. Fur Processing	CBS	Kelly, Nason, Inc.
One Man's Family	**Standard Brands, Inc.** Royal Gelatin Desserts & Tender Leaf Tea	ABC	J. Walter Thompson Co.
One Man's Family	**Standard Brands, Inc.** Royal Desserts, Yeast	NBC	Alfred J. Silberstein
One Woman's Opinion—Lisa Sergio	**Botany Worsted Mills** Botany Cosmetics	ABC	Bert Goldsmith, Inc.
Opportunity Theater	**West Coast Soap Co.** Pow-Pow Cleanser	NBC	Brisacher, Van Morden & Staff
Opry House Matinee	**Ralston-Purina Co.** Cereal & Farm Foods	MBS	Gardener Agency St. Louis
Orange Browl Football Game	**Gillette Safety Razor Co.** Blades & Shaving Cream	CBS	Maxon, Inc.
Orson Welles	**Lear, Inc.** Radios & Recording Machines	ABC	Kudner Agency
Our Gal Sunday	**American Home Prods. Corp.** Anacin	CBS	Dancer-Fitzgerald-Sample
P			
Paula Stone & Phil Brito	**R. B. Semler, Inc.** Kreml Hair Tonic	MBS	Erwin, Wasey & Co., Inc.
People Are Funny	**Brown & Williamson Tobacco Co.** Raleigh Cigarettes	NBC	Russell M. Seeds
Pepper Young's Family	**Procter & Gamble Co.** Camay	NBC	Dancer-Fitzgerald-Sample Pedlar & Ryan
Perry Mason	**Procter & Gamble Co.** Dreft-Spic & Span, Camay	CBS	Pedlar & Ryan
Phillip Murray	**Congress of Industrial Orgs.** CIO of America	ABC	Weltman & Pratt, Inc.
Pick & Pat	**Miles Lab., Inc.** Alka-Seltzer, 1-A-Day Vitamins	ABC	Wade Advt. Agency
Pick & Pat Time	**Helbros Watch Co.** Watches	ABC	Wm. H. Weintraub & Co.
Pictsweet News	**Bozeman Candy Co.** Pictsweet Frozen Foods	MBS	Ruthrauff & Ryan

Pilgrim Hour	Gospel B'casting Assn. Evangelical Talks	NBC	R. H. Alber Co.
Powder Box Theater	Bourjois, Inc. Cosmetics & Perfumes	CBS	Foote, Cone & Belding
Portia Faces Life	General Foods Corp. Cereals, Flour	NBC	Young & Rubicam, Inc.
Prudential Family Hour	Prudential Ins. Co. of Amer. Insurance Services	CBS	Benton & Bowles, Inc.

Q

Queen for a Day	Miles Labs., Inc. (15 min.) Procter & Gamble (15 min.)	MBS	Wade Advt. Agency Compton Advt. Agency
Quick as a Flash	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co.
Quiz Kids	Miles Labs., Inc. Alka-Seltzer & 1-A-Day Vitamins	ABC	Wade Advt. Agency

R

Radio Bible Class	Radio Bible Class Religious Talks	MBS	Stanley G. Boynton
Radio Hall of Fame & Summer Hour	Philco Corp. Radios & Refrigeration	ABC	Hutchins Advt. Co., Inc.
Radio's Readers Digest	Campbell Soup Co. Campbell Soups, All Products	CBS	Ward Wheelock Co.
Raleigh Room With Hildegarde	Brown & Williamson Tobacco Co. Raleigh & Kool Cigarettes	NBC	Russell M. Seeds
Raymond Clapper	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson Co.
Raymond Gram Swing	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson Co.
Ray Noble's Orchestra	Sales Builders, Inc. Max Factor Cosmetics	CBS	Smith & Drum, Inc.
RCA Show With Tommy Dorsey	RCA Institutional	NBC	J. Walter Thompson Co.
Real Stories From Real Life	Whitehall Pharmacal Co. Anacin & Other Products	MBS	Dancer-Fitzgerald-Sample
Red Skelton's Scrap Book	Brown & Williamson Tobacco Co. Raleigh & Kool Cigarettes	NBC	Russel M. Seeds Co.
Relaxation in Music	Miss Swank, Inc. Miss Swank Slips	MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co.
Remember Hour	Bekins Van & Storage Moving & Storage	ABC—PC	A. E. Brooks Advt. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Renfro Valley Folks	**Ballard & Ballard** Ballard's Obelisk Flour & Other Milling Prods.	CBS	Henri, Hurst & McDonald
Rensie's Radio Auction Gallery	**Rensie Watch Co.** Rensie Watches	MBS	Weiss & Geller, Inc.
Return of Nick Carter, The	**Lin-x (Formerly Acme White Lead & Color Works)** Acme Paint & Lin-x	MBS	Henri, Hust & McDonald
Reveille Roundup	**Groves Labs., Inc.** Cold Tablets & Vitamins	NBC	Russel M. Seeds
Rev. John E. Zoller	**Wesley Radio League** Religious Talks	MBS	Stanley G. Boynton
Rexall Summer Show	**United Drug Co.** Drugs	CBS	N. W. Ayer & Son
Richard Maxwell, Hymns You Love	**Serutan Co.** Serutan-Nutrex	MBS	Raymond Spector Co. Grant Advt.
Richfield Reporter	**Richfield Oil Corp.** Gas & Oil	NBC	Hixson-O'Donnel, Inc.
Right to Happiness	**Procter & Gamble Co.** Ivory Soap	NBC	Compton Advt.
Riders of the Purple Sage	**Groves Lab., Inc.** Cold Tablets & B-Complex Vitamins	CBS	Russel M. Seeds Co.
Road Ahead, The Road of Life	**Alternating Sponsors** **Procter & Gamble Co.** Duz	ABC NBC	Compton Advt. Agency
Road of Life	**Procter & Gamble** Duz	CBS	Compton Advt. Agency
Robert St. John	**American Bakeries** Merita Breads, Cakes **Southern Bed Spring Co.** Beds & Bedding	NBC	Tucker-Wayne & Co.
Robert Trout, News	**Comptone Co.** Oculens Sun Glasses **Maryland Pharmacal Co.** Rem & Rel	CBS	Byrde-Richard & Pound Joseph Katz Co.
Rogue's Gallery	**F. W. Fitch Co.** Fitch Shampoo	MBS	L. W. Ramsey Co.
Romance of Helen Trent, The	**American Home Prods. Corp.** Bisodol, Kolynos	CBS	Dancer-Fitzgerald-Sample
Romance, Rhythm & Ripley	**Bourjois & Co.** Cosmetics & Perfumes	CBS	Foote, Cone & Belding

Ronson Xmas Musicade	**Ronson Art Metal Works** Ronson Lighter	CBS	Cecil & Presbrey, Inc.
Rosemary	**Procter & Gamble Co.** Ivory Flakes	NBC	Compton Advt. Agency
Rosemary	**Procter & Gamble Co.** Ivory Flakes, Ivory Snow, White Laundry Soap	CBS	Compton Advt. Agency Benton & Bowles, Inc.
Roy Rogers Show, The	**Goodyear Tire & Rubber Co.** Service	MBS	Young & Rubicam, Inc.

S

Saint, The	**Campbell Soup Co.** All Products	CBS	Foote, Cone & Belding Ward Wheelock
Sam Balter & the News	**Zukor's, Inc.** Women's Dresses	ABC—PC	John Barnes & Assoc.
Sam Hayes, News	**Peter Paul, Inc.** Choclettos, Charcoal Gum	ABC—PC	Brisacher, Van Norden & Staff
Sam Hayes	**Sperry Flour Co.** Wheaties	NBC	Knox-Reeves Advt., Inc.
Sammy Kaye's Sunday Serenade	**Raymond Labs., Inc.** Rayve Shampoo	ABC	Roche, William & Cleary
Sammy Kaye's Tangee Serenade	**George W. Luft Co.** Tangee Cosmetics	ABC	Warwick & Legler, Inc.
Saturday Night Serenade	**Pet Milk Sales Co.** 400-D Pet Milk	CBS	Gardner Advt. Co.
Scramby Amby	**Manhattan Soap Co.** Sweetheart Soap	ABC	Duane, Jones Co.
Screen Guild Players	**Lady Esther, Ltd.** Cosmetics	CBS	Biow Co., Inc.
Sealtest Village Store	**Sealtest, Inc.** Ice Cream	NBC	McKee & Albright, Inc.
Second Husband	**Sterling Drug, Inc.** Bayer Aspirin, Dr. Lyons Toothpowder	CBS	Dancer-Fitzgerald-Sample
Service to the Front	**Wm. Wrigley, Jr. Co.** Chewing Gum	CBS	Arthur Mayerhoff & Co.
Shadow, The	**Carey Salt Co.** Carey Salt	MBS	McJunkin Advt. Co.
	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan, Inc.
	Groves Labs., Inc. Fourway Cold Tablets, B-Complex Vitamins	MBS	Russel M. Seeds Co., Inc.
	Lin-x Acme Paint & Lin-x	MBS	Henri, Hurst & McDonald

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sheriff, The	**Pacific Coast Borax Co.** Any Product Acceptable to ABC	ABC	McCann-Erickson Co.
Silver Theater	**International Silver Co.** Sterling & 1847 Rogers Brothers Silver	CBS	Young & Rubicam, Inc.
Sizing Up the News	**Bayuk Cigars, Inc.** Phillies Cigars	MBS	Ivey & Ellington Neal D. Ivey
Smilin' Ed McConnell	**Brown Shoe Co.** Shoes	NBC	Leo Burnett Co.
Smoke Dreams(C)	**H. Fendrich, Inc.** Cigars	ABC	Ruthrauff & Ryan
Soldier Who Came Home	**Manhattan Soap Co.** Sweetheart Soap	NBC	Duane, Jones Co.
Solitair Time	**Campana Sales Co.** Solitair Make-up	NBC	The Clements Co.
Song of the Week	**Colonial Dames, Inc.** Cosmetics	CBS	Abbott Kimbal Co., Inc.
Songs From Morton Downey	**Coca-Cola Co.** Coca-Cola	ABC	D'Arcy Advt. Co., Inc.
Songs by Morton Downey	**Coca-Cola Co.** Coca-Cola	MBS	D'Arcy Advt. Co., Inc.
Spotlight Bands	**Coca-Cola Co.** Coca-Cola	ABC	D'Arcy Advt. Co., Inc.
Spotlight Bands	**Coca-Cola Co.** Coca-Cola	MBS	D'Arcy Advt. Co., Inc.
Stage Door Canteen	**Corn Prods. Refining Co.** Dextrose, Mazola & Other Prods.	CBS	C. L. Miller Co.
Standard Hour	**Standard Oil of California** Institutional	NBC	B. B. D. & O., Inc.
Standard School Broadcast	**Standard Oil of Calif.** Petroleum Products	NBC	B. B. D. & O., Inc.
Starlight Serenade	**Conti Products, Inc.** Conti Shampoo & Soap	MBS	Burmingham Castleman & Pierce
Star Playhouse	**Procter & Gamble** Dreen & Dreft	NBC	Dancer-Fitzgerald-Sample
Starring Kurt Massey	**Schutter Candy Co.** Candy Bars	NBC	Schwimmer & Scott
Stars of the Future	**Ford Motor Co.** Ford Motors	ABC	J. Walter Thompson Co.
Stars Over Hollywood	**Bowey's, Inc.** Dairi-Rich Prods.	CBS	Sorensen & Co.
Steel Horizons	**Allegheny Ludlum Steel Corp.** Institutional	MBS	Walker & Downing

Steel Wages & Prices	**American Iron & Steel Institute** Institutional	ABC	B. B. D. & O., Inc.
Stella Dallas	**Sterling Drug Co.** Phillips Milk of Magnesia	NBC	Dancer-Fitzgerald-Sample
Story of Sandra Martin	**Miles California Co.** 1-A-Day Vitamins	CBS—PC	Wade Advertising Agency
Story Teller, The	**Yellow Cab Co.** Cab Service	CBS	Rhodes & Davis
Stradivari Orchestra, The	**Prince Matchabelli, Inc.** Perfumes & Cosmetics	CBS	Morse International
Stradivari Orchestra	**Prince Matchabelli, Inc.** Perfumes	NBC	Morse International
Strange Romance of Evelyn Winters, The	**Manhattan Soap Co., Inc.** Sweetheart Soap	CBS	Duane Jones Co.
Stuart Erwin Show	**P. Ballantine Sons** Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
Sunday Evening Party	**The Charles E. Hires Co.** Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
Sunday on N-K Ranch	**Nash-Kelvinator Corp.** Kelvinator Refrigerators	ABC	Geyer, Cornell & Newell, Inc.
Superman	**Kellogg Co.** Kellogg's Pep	MBS	Kenyon & Eckhardt
Suspense	**Roma Wine Co.** Roma Wines	CBS	The Biow Co., Inc.
Sweetheart Time	**Gum Labs., Inc.** Ivoryne Chewing Gum	MBS	McJunkin Advt. Co.
Swing's the Thing	**E. J. Brach & Sons** Confectionery	MBS	Hill, Blackett & Co.
Symphony of the Americas	**Reichhold Chemical Corp.** Institutional	MBS	Grant Advertising, Inc.

T

Take It Or Leave It	**Eversharp, Inc.** Eversharp Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Take It Easy Time	**Stokely Brothers & Co., Inc.** Tenderoni & Other Van Camp Products	MBS	Calkins & Holding
Tangee Varieties	**George W. Luft Co.** Tangee Cosmetics	ABC	Warwick & Legler, Inc.
Tangee Varieties	**George W. Luft Co., Inc.** Tangee Cosmetics	MBS	Warwick & Legler, Inc.
Ted Malone	**Westinghouse Electric Corp.** Institutional	ABC	McCann-Erickson, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Teel Variety Hall	**Procter & Gamble Co.** Teel	NBC	The Biow Co., Inc.
Teentimers Club	**Teentimers, Inc.** Dresses	NBC	Buchanan & Co., Inc.
Telephone Hour	**Bell Telephone System** Telephone Service	NBC	N. W. Ayer & Sons
Tena & Tim	**Cudahy Packing Co.** Old Dutch Cleanser	CBS	Grant Advt., Inc.
Tennessee Jed	**Ward Baking Co.** Bread & Cake	ABC	J. Walter Thompson Co.
Ten Thousand Buffalos	**Food Machinery Corp.**	ABC	The Mayers Co.
Terry & the Pirates	**Quaker Oats Co.** Puffed Wheat & Rice Sparkies	ABC	Sherman & Marquette, Inc.
Texaco Star Theater	**Texas Co.** Texaco Gas, Oil, Lubricants, Marfax, Service Stations	CBS	Buchanan Co., Inc.
Textron Theater	**Textron, Inc.** Fabrics	CBS	J. Walter Thompson Co.
Thanks to the Yanks	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
That Brewster Boy	**Quaker Oats Co.** Quaker Oats & Mothers Oats	CBS	Ruthrauff & Ryan
That's a Good Idea	**Wilshire Oil Co.** Motor Oil	CBS—PC	Dan B. Miner Co.
	Guittard Chocolate Co. Chocolates		Garfield & Guild
The Adventures of the Thin Man	**General Foods Corp.** Grapenuts & Grapenuts Flakes, Maxwell Coffee, Post Toasties	CBS	Young & Rubicam Benton & Bowles, Inc.
The Aldrich Family	**General Foods Corp.** Grapenuts & Grapenut Flakes & Postum	CBS	Young & Rubicam, Inc.
These Are Our Men	**Parker Watch Co.** Watches	NBC	Sterling Advt. Agency
Theater Guild on the Air	**U. S. Steel Corp.** Institutional	ABC	B. B. D. & O., Inc.
Theater of Romance	**Colgate-Palmolive-Peet Co.** Colgate Tooth Powder, Halo Shampoo	CBS	Sherman & Marquette
This Is Helen Hayes	**Textron, Inc.** Cotton Goods	MBS	J. Walter Thompson Co.
This Is My Best	**Cresta Blanca Wine Co.** Cresta Blanca Wine	CBS	B. B. D. & O., Inc.

This Is My Story	**"42" Products, Inc.** Hair Oil & Other Products	CBS—PC	Hillman-Shane-Breyer, Inc.
This Is Your F. B. I.	**Equitable Life Assurance Society** Insurance	ABC	Warwick & Legler, Inc.
This Moving World	**Foster Milburn Co.** Doans Pills and Icemint	ABC—PC	Street & Finney, Inc.
	Iodent Chemical Co. Iodent Toothpaste		Duane Jones Co.
Those Websters	**Quaker Oats Co.** Quaker Oats & Mothers Oats	CBS	Ruthrauff & Ryan
Those We Love	**General Foods Corp.** Sanka Coffee	NBC	Young & Rubicam, Inc.
Time for Rolly Langley	**Ferry-Morse Seed Co.** Seeds	CBS—PC	MacManus, John & Adams, Inc.
Time for Decision	**Waltham Watch Co.** Waltham Time Pieces	MBS	H. B. Humphrey Co.
Time Views the News	**Welch Grape Juice Co.** Grape Juice, Jellies, Jams & Marmalades	ABC	H. W. Kastor & Sons
	O'Cedar Corp. Mops & Floor Polish		Aubrey, Moore & Wallace, Inc.
Tin Pan Alley of the Air	**Leaf Gum Co.** Chewing Gum	NBC	Bozell & Jacobs, Inc.
Toasties Time	**General Foods Corp.** Post Toasties	CBS	Benton & Bowles, Inc.
Tobe Reed	**Gallenkamp Stores Co.** Shoes	CBS—PC	Long Adv. Agency
Today's Children	**General Mills, Inc.** Bisquick	NBC	Knox-Reeves
Tom Breneman's Breakfast in Hollywood	**Kellogg Co.** Kellogg's Pep	ABC	Kenyon & Eckhardt, Inc.
	Procter & Gamble Co. Ivory Flakes		Compton Adv., Inc.
Tom Breneman's Highlights	**Procter & Gamble Co.**	ABC—PC	Compton Adv., Inc.
Tom Harmon—All American Sports Editor	**Clipper Craft Clothes** Clipper Craft Clothes	MBS	Emil Mogul Co., Inc.
Tom Mix & His Ralston Straight Shooters	**Ralston Purina Co.** Cereal Foods	MBS	Gardner Adv. Co.
Tommy Dorsey & Orch.	**Standard Brands, Inc.** Tea, Margarine	NBC	J. Walter Thompson Co.
Tonight in Hollywood	**Andrew Jergens Co.** Jergens Lotion	CBS—PC	Lennen & Mitchell, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Topics of Today—Dorothy Thompson	**Clipper Craft Clothes** Clipper Craft Clothes	MBS	Emil Mogul Co., Inc.
Top of the Evening—Ted Malone	**Westinghouse Electric Co.** Institutional	ABC	McCann-Erickson, Inc.
Trading Post	**National Lead Co.** Dutch Boy Paint	CBS—PC	Erwin, Wasey & Co. Honig-Cooper Co.
Treasure Hour of Song	**Conti Products, Inc.** Conti Shampoo & Soap	MBS	Bermingham, Castleman & Pierce, Inc.
Truman Bradley, News	**Peter Paul, Inc.** Candy Bars	CBS—PC	Brisacher, Van Norden & Staff McCann-Erickson, Inc.
	Soil-Off Mfg. Co. Cleaning Fluid		Ruthrauff & Ryan
Truth or Consequences	**Procter & Gamble Co.** Duz	NBC	Compton Adv., Inc.
Try-N-Find-Me	**Southern Cotton Oil Co.** Wesson Oil, Snowdrift	CBS	Kenyon & Eckhardt, Inc.
Twilight Concerts	**Reichhold Chemicals, Inc.** Institutional	MBS	Grant Adv., Inc.
Two on a Clue	**General Foods Corp.** Maxwell House Coffee, Post Toasties, La France, Satina, Postum	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
U			
United Nations Forum	**Rainier Brewing Co.** Beer, Malt & Ale	ABC—PC	Buchanan & Co.
Upton Close	**Lumbermen's Mutual Casualty Co.** Insurance	MBS	Leo Burnett Co., Inc.
V			
Valiant Lady	**General Mills, Inc.** Cheerios	CBS	Dancer-Fitzgerald-Sample
Vic & Sade	**Procter & Gamble Co.** Oxydol	CBS	Dancer-Fitzgerald-Sample
Victor Borge Show	**S. C. Johnson & Co.** Wax Products	NBC	Needham, Louis & Brorby
Voice of Firestone	**Firestone Tire & Rubber Co.** Tires & Tubes	NBC	Sweeney & James Co.
Voice of Prophecy	**Voice of Prophecy** Religious Talks	MBS	Jack Parker & Assoc.
Voice of the Dairy Farmer	**American Dairy Assoc.**	ABC—PC	Campbell-Mithun, Inc.

Voice of the Dairy Farmer	**American Dairy Assoc.** Dairy Products	**NBC**	**Campbell-Mithun, Inc.**
Voice of the Moment	**Industrial Management Corp.** Insect-O-Blitz	**CBS—PC**	**Lockwood-Shackleford Co.**
Vox-Pop	**Emerson Drug Co.** Bromo-Seltzer	**CBS**	**McCann-Erickson, Inc.**

W

Walkie-Talkie	**Fisher Flouring Mills, Inc.** Fisher Cereal Products	**ABC—PC**	**Pacific Nat'l Advertising Agency**
Walter Compton	**Conti Products, Inc.** Conti Shampoo & Soap	**MBS**	**Bermingham, Castleman & Pierce, Inc.**
Walter Winchell	**Andrew Jergens Co.** Jergens Lotion, Woodbury Soap & Face Powder	**ABC**	**Lennen & Mitchell, Inc.**
Waltz Time	**Sterling Drug, Inc.** Drugs	**NBC**	**Dancer-Fitzgerald-Sample**
Wayne King	**American Tobacco Co.** Lucky Strike Cigarettes	**NBC**	**Ruthrauff & Ryan**
Wednesday With You	**Bristol-Meyers, Inc.** Sal-Hepatica & Trushay	**NBC**	**Young & Rubicam, Inc.**
Westinghouse Program	**Westinghouse Elec. Corp.** Institutional	**NBC**	**McCann-Erickson, Inc.**
We the People	**Gulf Oil Corp.** Gas, Oil, Lubricants	**CBS**	**Young & Rubicam, Inc.**
What's Cookin'?	**Chef-Boy-ar-dee Quality Foods, Inc.** Spaghetti Dinner & Other Prods.	**ABC**	**McJunkin Advt. Co.**
What's Doin', Ladies?	**Participating Program**	**ABC—PC**	
What's New With Norman Nesbitt	**Signal Oil Co.** Motor Oil & Gas	**ABC—PC**	**Barton A. Stebbins Advt. Agency**
What's the Name of That Song?	**Knox Co.** Cystex	**MBS**	**Raymond R. Morgan Co.**
What's Your Idea?	**Duffy-Mott Co., Inc.** Apple Products & Sun-Sweet Prune Juice	**MBS**	**Al Paul Lefton Co.**
When a Girl Marries	**General Foods Corp.** Salt, Chocolate	**NBC**	**Benton & Bowles, Inc.**
Which Is Which?	**P. Lorillard Co.** Old Gold Cigarettes	**CBS**	**Lennen & Mitchell, Inc.**
Whistler, The	**Signal Oil Co.** Gas & Oil	**CBS—PC**	**Barton A. Stebbins**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
William Lang, News	**R. B. Semler, Inc.** Kreml Hair Tonic	MBS	Erwin, Wasey & Co., Inc.
William L. Shirer	**J. B. Williams Co.** Shaving Cream & Shaving Products	CBS	J. Walter Thompson Co.
Woman of America, A	**Procter & Gamble Co.** Spic & Span	NBC	Dancer-Fitzgerald-Sample
Woman in White	**General Mills, Inc.** Wheaties	NBC	Knox-Reeves
Woody Herman Show, The	**Wildroot Co., Inc.** Wildroot Toilet Articles	ABC	B. B. D. & O., Inc.
World Front	**Bunte Brothers** Candy	NBC	Presba, Fellers & Presba
World News Today	**Admiral Corp.** Admiral Radios, Television Receivers	CBS	Cruttenden & Eger Advt.
World of Tomorrow	**Bu-Tay Products** Rain Drops Water Softener	ABC—PC	Glasser-Gailey & Co.
World Parade	**W. A. Sheaffer Pen Co.** Pens, Pencils, Ink	NBC	Russel M. Seeds
World Series	**Gillette Safety Razor Co.** Safety Razors & Blades	MBS	Maxon, Inc.
World Today, The	**General Electric Co.** Electronics Division	CBS	B. B. D. & O., Inc.

Y

Young Dr. Malone	**General Foods Corp.** Post 40% Bran Flakes	CBS	Benton & Bowles, Inc.
	Procter & Gamble Co. Crisco		Compton Advt., Inc.
Young People's Church of the Air	**Young People's Church of the Air** Religious Talks	MBS	R. H. Alber Co. Ivey & Ellington, Inc. Erwin, Wasey Co.
Young Widder Brown	**Sterling Drug, Inc.** Drugs	NBC	Dancer-Fitzgerald-Sample
Your America	**Union Pacific Railroad** Institutional	MBS	The Caples Co.
Your Hit Parade	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Foote, Cone & Belding
Your Land & Mine—Henry J. Taylor	**General Motors**	MBS	Kudner Agcy., Inc.
Your Sunday News Extra	**Groves Labs., Inc.** Four-Way Cold Tablets, Defender Vitamins	ABC	Donahue & Coe, Inc.

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SALES MANAGERS COMMITTEE

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District 2

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District 3

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District 5
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District 14
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District 15
Clyde Coombs, KARM, Fresno, Calif.

District 16
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District 17
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Cecil K. Beaver, WOAI, San Antonio, Tex.
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Arthur Hull Hayes, WABC, New York, N. Y.
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B. M. Middleton, WSYR, Syracuse, N. Y.
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District 3
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District 4
R. Sanford Guyer, WBTM, Danville, Va.

District 5
Glenn Marshall, Jr., WFOY, St. Augustine, Fla.

District 6
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District 7
Don Ioset, WMOH, Hamilton, Ohio.

District 8
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District 10
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District 11
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District 14

District 15
Wiliam H. Bates, Jr., KTRB, Modesto, Calif.

District 16
Maurice A. Vroman, KFXM, San Bernardino, Calif.

District 17
C. O. Chatterton, KWLK, Longview, Wash.

SMALL MARKET STATIONS EXECUTIVE COMMITTEE

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James R. Curtis, KFRO, Longview, Tex.
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Robert T. Mason, WMRN, Marion, Ohio.
Glenn Marshall. Jr., WFOY, St. Augustine, Fla.

NAB STANDARDS OF PRACTICE

Adopted by the BOARD, Aug. 7, 1945, Amended, Jan. 3, 1946

FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a

superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Education

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

Religion

Broadcasting, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Portion

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Member stations should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

Five minute programs	***1:30***
Five minute news programs	***1:00***
Ten minute programs	***2:00***
Fifteen minute programs	***2:30***
Twenty-five minute programs	***2:45***
Thirty minute programs	***3:00***
Sixty minute programs	***6:00***

In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

"Standards of Good Taste"

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.

2. Misleading statements of price or value or misleading comparisons of price or value.

3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.

4. Cures and products claiming to cure.

5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.

6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.

7. Any spirituous or "hard" liquor.

8. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.

9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.

10. Matrimonial agencies.

11. Offers of "home work" except by firms of unquestioned responsibility.

12. Any "dopester," tip-sheet or race track publications.

13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.

ORGANIZATIONS

RADIO GROUPS — UNIONS — ASSOCIATIONS PERSONNEL — GUILDS — ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

OFFICERS

President.....Floyd A. Firestone
(Univ. of Michigan)

Vice-President.....J. C. Steinberg
(RCA Laboratories)

Secretary .....Wallace Waterfall
(The Celotex Corp)

Treasurer.....Lonsdale Green, Jr.
(Acoustical Construction Corp.)

Editor.....F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL

Harold Borris-Meyer, Stevens Institute of Technology, Hoboken, New Jersey; Robert B. Lindsay, Brown University, Providence, Rhode Island; Hallowell Davis, Harvard University, Cambridge 38, Mass.; Frank Massa, Brush Development Company, Cleveland, Ohio; Leo L. Beranek; R. H. Bolt.

FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

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Actors Equity Association

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

President .....Bert Lytell
1st Vice President.....Augustin Duncan
2nd Vice President.....Cornelia Otis Skinner
3rd Vice President.....Dudley Digges
4th Vice President.....William Harrigan
Executive Secretary-Treasurer.....Paul Dullzell
Assistant Executive.....Walter N. Greaza
Recording Secretary.....John Beal
Counsel .....Paul Turner
Associate Counsel.....Rebecca Brownstein
Auditor .....Frank Mesurac

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BRANCH OFFICES

San Francisco: Theodore Hale, 315 Montgomery St.
Hollywood: I. B. Kornblum, 6331 Hollywood Blvd.
Chicago: Frank Dare, 720 Bittersweet Place. Phone, Wellington 6377.
Chorus Equity: 701 7th Ave., New York 19, N. Y.

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager.....Elon G. Borton

Vice-President.....Gordon T. Gardner
(The Columbus Dispatch, Columbus)

Vice-President.....Robert N. Fuller
(Ad. Mgr., C. & C. Merriam Co., Springfield, Mass.)

Vice-President.....J. Rex Huguley
(Oklahoma Paper Company, Oklahoma City)

Vice-President .....Prudence Allured
(Publisher, Manufacturing Confectioner, Chicago)

Secretary.....Helen A. Cornelius
(National Association of Broadcasters, Washington)

Treasurer.....Robert S. Peare
(Vice-President. General Electric Company, Schenectady)

DIRECTORS

Chairman of the Board: Joe M. Dawson, Chairman, Executive Committee, Geyer, Cornell & Newell, Inc., New York; Bruce Barton, President, Batten, Barton, Durstine & Osborn, Inc., New York; Elon G. Borton, Pres. & Gen. Mgr., Advertising Federation of America, New York; W. H. Carey, Advertising Director, Fortune, New York; Franklin J. Cornwell, Adv. Mgr., Brown Shoe Company, St. Louis: Edward C. Donnelly, Jr., President, John Donnelly & Sons. Boston; Willard D. Egolf. Dir. Pub. Relations, Nat'l Assn. of Broadcasters, Washington; Karen Fladoes, Home Economics Director, Nash-Kelvinator Corporation, Detroit; Paul Garrett, V. P. & Dir. Public Relations, General Motors Corp., New York; Lester Hafemeister, Adv. Mgr., Weyenberg Shoe Mfg. Co., Milwaukee; Director of Special Services: Earle Pearson; Grover C. Kinney, President, Advertisers' Distributing Service, Denver: W. R. Laughlin, Wilhelm-Laughlin-Wilson and Associates, Houston; Forbes McKay, Associate Adv. Mgr., The Progressive Farmer. Birmingham; Henry Obermeyer, Asst. Vice-Pres., Consolidated Edison Co. of N. Y., Inc.; John H. Platt, Director of Advertising, Kraft Cheese Company, Chicago; Allan T. Preyer, Chairman, Morse International, Inc., New York; J. P. Seiberling, President, Seiberling Rubber Company. Akron; Paul N. Swaffield, Adv. Mgr., Hood Rubber Co., Inc., Watertown, Mass.; General Counsel: Charles E. Murphy, Attorney-at-Law, New York; Director, Bureau of Research and Education, Alfred T. Falk.

FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation

11 West 42nd St., New York, N. Y.
CIrcle 6-6106

OFFICERS

Chairman ..... Wm. G. Polmer
Treasurer ..... Frederic R. Gamble
Secretary ..... Paul B. West
Managing Director ..... A. W. Lehman
Technical Director ..... D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

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American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board ..... Richard Compton
Vice-Chairman ..... Sigurd S. Larmon
Sec.-Treas. ..... John L. Anderson
Pres. & Exec. Secty. ..... Frederic R. Gamble
Association Counsel ..... McKercher & Link
Asst. Exec. Secty. ..... Herald Beckjorden
Asst. Exec. Secty. ..... Charles G. Lindsay
Asst. Exec. Secty. ..... Richard Turnbull
Asst. Treasurer ..... O. Karl Giesen
Director of Service ..... L. W. MacKenzie

FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 1002 Hill Bldg.
Washington, D. C.
Republic 3833

COMMITTEE

Chairman ..... Francis W. Hill, Jr
Committeeman ..... Edwin M. Borchard
Committeeman ..... Monte Appel
Committeeman ..... Howard L. Kern
Committeeman ..... Edwin Borchard
Committeeman ..... Lester Cohen
Committeeman ..... Howard L. Kern

FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, uphold the honor of the profession of the law.

•

American Communications Association (C. I. O.)

5 Beekman St., New York, N. Y.
COrtlandt 7-1374

OFFICERS

President ..... Joseph P. Selly
Director of Organization ..... Joseph F. Kehoe
Vice-President ..... Dominick Panza
Vice-President ..... Harold C. Taylor
Secretary-Treasurer ..... Josephine Timms

•

American Council on Education

744 Jackson Place, Washington 6, D. C.
NAtional 5691

EXECUTIVE OFFICERS

President ..... George F. Zook
Vice-President ..... A. J. Brumbaugh
Assistant to President ..... Donald J. Shank
Chief Accountant ..... Grace R. Ontrich

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

•

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President ..... James C. Petrillo
Vice-President ..... Charles L. Bagley
Financial Secretary-Treasurer ..... Thomas F. Gamble
Secretary ..... Leo Cluesman

EXECUTIVE COMMITTEE

Chauncey Weaver, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President .....Lawrence Tibbett
Vice-President .....Virginia Payne
Vice-President.....Ben Grauer
Vice-President.....John B. Hughes
Vice-President.....Gunnar Back
Vice-President .....Kenneth Carpenter
Recording Secretary.....Alex McKee
National Executive Secretary.....Emily Holt
Associate Secretary and Treasurer.....George Heller
Counsel.....Jaffe & Jaffe
Associate Counsel.....Beilenson & Berger

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BRANCH OFFICES

Chicago Local—203 North Wabash Ave., Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Franklin 4253.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hillside 5125.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Exbrook 6990, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.

Detroit Local—82 West Montcalm St., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 8, Miami, Fla.

Cleveland Local—219 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Pittsburgh Local—1124 Frick Bldg.

Other Locals located in: Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Bridgeport, Conn.; Charlotte, N. C.; Dallas, Tex.; Denver, Colo.; Fresno, Calif.; Grand Rapids, Mich.; Kansas City, Mo.; Lawrence, Mass.; Long Beach, Calif.; Louisville, Ky.; Manchester, N. H.; Philadelphia, Pa.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; San Bernardino, Calif.; San Diego, Calif.; San Jose, Calif.; Seattle, Wash.; Springfield, Mass.

•

American Guild of Musical Artists, Inc. (A. F. L.)

2 W. 45th St., New York 19, N. Y.
MUrray Hill 2-8407

OFFICERS

President .....Lawrence Tibbett
1st Vice President.....Richard Bonelli
2nd Vice President.....Walter Golde
3rd Vice President.....Edward Harris
4th Vice President.....John Brownlee
5th Vice President.....Georgia Standing
Recording Secretary.....Elisabeth Hoeppel
Treasurer .....Frederick Jagel
Counsel.....Albert B. Gins

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.

San Francisco: Theodore Hale, 315 Montgomery St. Phone, Exbrook 2770.

Chicago: Evelyn Siegling, 25 E. Jackson Blvd. Phone, Webster 7462.

FUNCTIONS

Labor union having jurisdiction over opera, concert, recital and ballet activities; branch of Associated Actors and Artistes of America, affiliated with American Federation of Labor. AGMA's purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members.

•

American Marketing Association Address Individual Officers

OFFICERS

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(Servel Corp.)
1st Vice-President.....Paul W. Stewart
(Stewart-Brown Assn.)
2nd Vice-President.....Robert T. Browne
(Pillsbury Mills, Inc.)
Treasurer .....Wilford White
(Bureau of Foreign & Domestic Commerce)
Secretary.....Harvey W. Huegy
(University of Illinois)
Editor & Chief of AMA Publication..Charles F. Phillips
(Bates College)

DIRECTORS

Edgar Gault, University of Michigan; P. G. MacGowan, Firestone; Gerald B. Tallman, Mass., Institute of Technology; Ralph R. Butler, Kendall Mills; David Faville, Stanford University; Arthur Hurd, J. Walter Thompson Co.; Past President, Donald M. Hobart, Curtis Publishing Co.

FUNCTIONS

American Marketing Association is an organization for the advancement of science in marketing.

•

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CAledonia 5-2000

OFFICERS

President.....William G. Chandler
Vice-President.....David W. Howe
Secretary .....Norman Chandler
Treasurer.....Edwin S. Friendly
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.
George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Managing Secretary.....Kenneth B. Warner
Treasurer.....David H. Houghton
Communication Manager.....Francis E. Handy

BRANCH OFFICE

225 Main St., Newington, Conn. Phone, 92140. F. E. Handy, Communications Manager.

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

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American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.
COlumbus 5-7464

OFFICERS

President.....Deems Taylor
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein II
Secretary.....George W. Meyer
Treasurer.....J. J. Bregman
Assistant Secretary.....Donald Gray
Assistant Treasurer.....Irving Caesar

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Assistant General Manager.....Herman Greenberg
Comptroller.....George A. Hoffman
Director of Public & Customer Relations
Richard F. Frohlich
General Counsel.....Schwartz & Frohlich
Resident Counsel.....Herman Finkelstein

DISTRICT MANAGERS

Western

Larry Shea, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Stanley Shepard, 645 Pacific Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western

Leonard Severson, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
ASCAP, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Messrs, Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.
John C. Wooden, 7 S. Dearborn St., Chicago, Ill.

Southern

ASCAP, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
I. T. Cohen, 607 1st Nat'l Bank Bldg., Atlanta, Ga.

Eastern

Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1431 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

•

American Television Society

2 W. 45th St., New York 19, N. Y.
VAnderbilt 6-0600

OFFICERS

President.....George T. Shupert
Vice-President.....David Hale Halpern
Treasurer.....Don McClure
Secretary.....Alice Pentlarge

DIRECTORS

Prof. Edward C. Cole, John Flory, Dan D. Halpin, Charles H. Kleinman, Evelyn Peirce, Theodore Huston, Jr., Herbert E. Taylor, Jr.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

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Associated Actors and Artistes of America

45 W. 47th St., New York, N. Y.
BRYANT 9-3550

OFFICERS

President.....Paul Dullzell
1st Vice-President.....Emily Holt
2nd Vice-President.....Reuben Guskin
3rd Vice-President.....Matt Shelvey
Executive Secretary.....Ruth Richmond
Counsel.....Paul N. Turner

BRANCH OFFICES

Actors' Equity Association, 45 West 47th St., New York City (19). Paul Dullzell, Executive Secretary. American Federation of Radio Artists, 2 West 45th

St., New York City (19). Mrs. Emily Holt, Executive Secretary.

American Guild of Musical Artists, 2 West 45th St., New York City (19). Albert B. Gins.

American Guild of Variety Artists, 1697 Broadway, New York City (19). Matt Shelvey, National Director.

Brother Artists Association, 44 West 60th St., New York City (23). Thomas J. Phillips, President.

Chorus Equity Association, 701 Seventh Ave., New York City (19). Miss Ruth Richmond, Executive Secretary.

Hebrew Actors Union, 31 East 7th St., New York City (3). Mr. Reuben Guskin, Manager.

Hebrew Chorus Union, 643 Rockaway Parkway, Brooklyn, N. Y. (12). Miss Anne Saltzman, Secretary.

Hungarian Actors and Artists Association, 266 East 78th St., New York City (21). Tibor Gathy, Executive Secretary.

Italian Actors Union, 106 West 52nd St., New York City (19). Lawrence Rondine, Secretary-Treasurer.

Screen Actors Guild, 7046 Hollywood Blvd., Hollywood, California (28). John Dales, Jr., Executive Secretary. Mrs. Florence Marston, Eastern Representative, 545 Fifth Ave., New York City (17).

Screen Extras Guild, 1526 N. Las Palmas Ave., Hollywood 28, California. Edd. X. Russell, President.

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world.

•

Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario.
ADelaide 8047-8

OFFICERS

President: L. E. Phenner, Canadian Cellucotton Products Co., Ltd., Toronto, Ont.

Vice-Presidents: Neil B. Powter, Howard Smith Paper Mills Limited, Montreal, Que.; Harold J. G. Jackson, Chrysler Corporation of Canada, Ltd., Windsor, Ont.; George S. Bertram, Swift Canadian Co., Limited, Toronto, Ont.; Lee Trenholm, Underwood Limited, Toronto, Ont.

Treasurer: J. P. Lyons, Manufacturers Life Insurance Co., Toronto, Ont.

Managing Director: Athol McQuarrie.

DIRECTORS

D. E. Bankart, Northern Electric Co., Limited, Montreal, Que.; Robt. E. Day, Bulova Watch Co., Limited, Toronto, Ont.; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ont.; John W. Lawrence, The Borden Co. Limited, Toronto, Ont.; R. Harold Smyth, Dominion Rubber Co. Limited, Montreal, Que.; A. Usher, RCA Victor Co. Limited, Montreal, Que.; Hedleigh T. Venning, Shirriff's Limited, Toronto, Ont.; Muriel Whitlock, Courtaulds (Canada) Limited, Montreal, Que.; C. H. Willis, Appleford Paper Products Limited, Hamilton, Ont.

FUNCTIONS

This association was incorporated in March 1917. For 31 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

BUREAU OF BROADCAST MEASUREMENT

303 Federal Building, 85 Richmond Street West,
Toronto 1, Ontario
ADelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Vice-President: Adrian Head, J. Walter Thompson Co. Ltd., Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

H. N. Stovin, Horace N. Stovin & Company, Toronto; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; A. Usher, RCA Victor Co. Ltd., Montreal; J. A. MacLaren, MacLaren Advertising Co. Ltd., Toronto; H. M. Tedman, J. J. Gibbons Limited, Toronto.

FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio.

•

Association for Education by Radio

226 N. LaSalle St., Chicago 1, Ill.

NATIONAL OFFICERS

I. Keith Tyler, president, director of radio education, Ohio State University.

Luke L. Roberts, first vice-president, educational director KOIN, Portland, Oregon.

Robert B. Hudson, second vice-president, supervisor of educational programs, Columbia Broadcasting System.

George Jennings, treasurer, acting director, Chicago Radio Council.

Kathleen N. Lardie, secretary, assistant Department of Radio Education, Detroit public schools.

REGIONAL PRESIDENTS

Robert B. Macdougall, Region I, director of educational activities, WAAT, Newark, N. J.

Sam H. Linch, Region II, supervisor of radio education, Atlanta public schools.

Blanche Young, Region III, radio consultant, Indianapolis public schools.

R. Russell Porter, Region IV, director, radio office, Kansas State Teachers College, Emporia.

John W. Gunstream, Region V.

Mary E. Gilmore, Region VI, director, KBPS, Portland, Oregon, public schools.

Alpha Epsilon Rho: The association sponsors Alpha Epsilon Rho, an undergraduate, professional fraternity in radio.

Sherman P. Lawton, executive secretary, University of Oklahoma, Norman, Okla.

Membership Committee: Kathleen N. Lardie, Chairman, department of radio education, Detroit public schools.

EDITORIAL BOARD

Helen Anderson, Lyman Bryson, Sarah Jones, Kathleen N. Lardie, Watt Long, Robert Macdougall, Hazel Kenyon Markel, Harold B. McCarty, Tracy F. Tyler, chairman.

FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except June, July and August.

AER JOURNAL STAFF

Tracy F. Tyler, editor, University of Minnesota. George Jennings, business manager, acting director, Chicago Radio Council. James G. Hanlon, circulation manager, WGN, Chicago. John W. Brandstetter, Amo DeBernardis, Max J. Herzberg, Alice W. Manchester, Jennings Pierce, contributing editors.

•

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 5-9167

OFFICERS

Chairman of the Board.....Paul S. Ellison
(Sylvania Electric Products Inc.)
Vice-Chairman.....W. N. Connolly
(S. C. Johnson & Son, Inc.)

Vice-Chairman.....T. H. Young
(United States Rubber Company)
President.....Paul B. West
Treasurer .....Albert Brown
(The Best Foods, Inc.)
Secretary.....E. T. Batchelder

DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Arthur H. Boylan, The Drackett Company; Albert Brown, The Best Foods, Inc.; Robert B. Brown, Bristol-Myers Company; C. C. Carr, Aluminum Company of America; Frank S. Ennis, Ameria Fore Insurance and Indemnity Group; H. J. Henry, Johnson & Johnson; Hugh W. Hitchcock, Packard Motor Car Company; D. H. Odell, General Motors Corporation; W. B. Potter, Eastman Kodak Company; A. C. Seyfarth, International Harvester Company; D. B. Stetler, Standard Brands Incorporated; Ralph Winslow, Koppers Company, Inc.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

●

Association of Radio News Analysts

Room 1207, 1540 Broadway, New York, N. Y.
BRyant 9-7800, Extension 386.

OFFICERS

President .....Lowell Thomas
Chairman, Exec. Committee.....H. V. Kaltenborn
Vice-President.....John W. Vandercook
Vice-President.....H. R. Baukhage
Secretary .....Johannes Steel
Treasurer .....Max Hill

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The association's function is to improve quality and standards of radio news analysts.

●

The Authors' League of America

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President .....Russel Crouse
Vice-President .....Fannie Hurst
Secretary .....Katherine Seymour
Treasurer .....Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Philip Barry, Carl Cramer, Sidney Carson, Hector Chevigny, Robert Colwell, Norman Corwin, Russel Crouse, John Dunkel, Mignon Eberhart, J. C. Furnas, Paul Gallico, Clifford Goldsmith, Arthur Garfield Hays, Oscar Hammerstein, II, Otto Harbach, Lillian Hellman, George Kelly, Ruth Adams Knight, Christapher LaForge, Georgia Layton, Howard Lindsay, Peter Lyon, Frank Mandel, Robert Newman, S. J. Perelman, Henry F. Pringle, Elmer Rice, Kurt Steel, Rex Stout, John Vandercook, Kenneth Webb, Kurt Weill, Thornton Wilder.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

●

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President .....Sydney Kaye
Vice-President.....Merritt E. Tompkins
Vice-President.....Harry Sedgwick
Vice-President.....Joseph Sedgwick
Vice-President.....Glen Bannerman
Secretary-Treasurer.....T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

●

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-0656

OFFICERS

North American Director.....Charles H. Brewer
Asst. North American Director.....William R. Reid
Special Asst. to N.A.D.....Donovan Rowse
Program Advisor.....Henry David
Research Department.....J. A. S. Kenas
Public Relations Manager.....Christopher Cross
Chief Engineer.....Arthur S. Toby
Program Director.....Stephen Fry
Talks Producer.....Annette Ebsen
Productions Manager.....Roy Lockwood

BRANCH OFFICES

Chicago: 430 N. Michigan Ave., Phone, Delaware 6881. William N. Newton, Middle West Representative.
Washington: 1150 Connecticut Ave. Phone Executive 1465. Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two interrelated but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

●

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PEnnsylvania 6-5466

OFFICERS

President.....J. Harold Ryan
Vice-President-General Counsel.....Sydney M. Kaye
Vice-President-General Manager.....M. E. Tompkins
Treasurer.....C. E. Lawrence

FIELD REPRESENTATIVES

Ralph Wentworth, Glen Dolberg, Al Marlin, James L. Cox, Linn Pattee.

DIRECTORS

Justin Miller, National Association of Broadcasters; John Elmer, WCBM; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kap-

ner, WCAE; Carl Haverlin, Mutual Broadcasting System; C. W. Myers, KOIN; J. Leonard Reinsch, WSB; Joseph McDonald, American Broadcasting Co., Inc.; Frank K. White, Columbia Broadcasting System.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge .....Eddie Janis

54 West Randolph St., Chicago, Ill.
Executive-in-Charge .....James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

•

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

Chairman of the Board.....Harry Sedgwick
Vice-Chairman of the Board.....A. Gauthier
General Counsel.....Joseph Sedgwick
Secretary-Treasurer.....T. Arthur Evans

DIRECTORS

Harry Sedgwick, CFRB, Toronto; Gerry Gaetz, CKRC, Winnipeg; A. A. Murphy, CFQC, Saskatoon; G.R.A. Rice, CFRN, Edmonton; F. H. Elphicke, CKWX, Vancouver; J. E. Campeau, CKLW, Windsor; K. D. Soble, CHML, Hamilton; Phil Lalonde, CKAC; A. Gauthier, CHLT, Sherbrooke; W. C. Borrett, CHNS, Halifax; F. A. Lynds, CKCW, Moncton.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

•

Composers, Authors and Publishers Assn. of Canada, Ltd.

(formerly Canadian Performing Rights Society)

1003 Royal Bank Bldg., Toronto, Canada
Phone: Elgin 9219

OFFICERS

President-Managing Director...H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Ralph Hawkes, Holmes Maddock, H. T. Jamieson, representing The Performing Right Society Limited, London, England, and John G. Paine, Gordon V. Thompson, W. S. Low, representing the American Society of Composers, Authors and Publishers.

•

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
CIrcle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Donald Brian
Recording Secretary.....Frank McNellis
Historian .....Kathryn Givney
Executive Secretary .....George Buck
Choirman of Executive Board.....Donat Gautier
Chairman of Advisory Board..Hon. Edward P. Mulrooney

FUNCTIONS

Benevolent and social organization, founded to promote the best interests of the stage, screen and radio and the people of the theatrical profession.

•

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....James J. Munaz
Vice-President .....Richard Reid
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker
Corresponding Secretary.....Bernadette S. McCarty

BOARD OF GOVERNORS

Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Jos. J. Reilly, Mrs. Phillip Brennan, Nicholas Farley, Kenton Kilmer.

FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

•

Chicago Radio Management Club

230 N. Michigan Ave.
Chicago, Ill

OFFICERS

President.....Harlow P. Roberts
Vice-President .....Margaret Wylie
Secretary .....Hildred Sanders
Treasurer.....John T. Carey

FUNCTIONS AND ACTIVITIES

The Chicago Radio Management Club is an organization consisting of members in executive capacities in advertising agencies and radio stations in Chicago, Ill. Meetings are held weekly wherein any and all problems relative to radio business can be discussed on common grounds, conclusion drawn and plans for the solution of particular problems authorized for action.

•

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MUrray Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President.....Richard Rodgers
Vice-President.....George S. Kaufman
Secretary .....Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Edward Chodorov, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Joseph Fields, Nancy Hamilton, Oscar Hammerstein, II, Lillian Hellman, F. Hugh Herbert, George S. Kaufman, Sidney Kingsley, Arthur Kober, Howard Lindsay, Ogden Nash, Elliott Nugent, Eugene O'Neill, Paul Osborn, John Patrick, Samson Raphaelson, Elmer Rice, Arthur Schwartz, Robert E. Sherwood, Kurt Weill, and Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

•

Federal Communications Bar Assn.

Office of Secretary, 921 Tower Bldg.,
Washington, D. C.
DIstrict 2141

OFFICERS

President.....Philip G. Loucks
1st Vice-President.....Carl I. Wheat
2nd Vice-President.....Reed T. Rollo
Secretary.....William A. Porter
Treasurer.....Arthur H. Schroeder

FUNCTIONS

A national association of lawyers admitted to practice before the Federal Communications Commission.

•

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary .....Frank C. Goodman
Assistant Executive ....Ethel A. Rich
Secretary .....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs each week, as well as special programs, over national networks.

•

Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington, D. C.
Executive 6500, Extension 2565

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education, Chairman.

George P. Adair, Chief Engineer, Federal Communications Commission.

Lyman Byron, Director of Education, Columbia Broadcasting System.

Clifford J. Durr, Commissioner, Federal Communications Commission.

John Elmer, President, Baltimore Broadcasting Corporation.

Willard E. Givens, Executive Secretary, National Education Association.

Rev. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference.

Edgar Kobak, President, Mutual Broadcasting System.

Dabney S. Lancaster, State Superintendent of Public Instruction (Va.) representing National Council of Chief State School Officers.

Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters.

Bruce E. Mahan, Director of Extension, State University of Iowa, representing National University Extension Association.

Justin Miller, President, National Association of Broadcasters.

H. B. Summers, Manager of Public Service, The Blue Network.

Levering Tyson, President, Muhlenberg College.

Judith C. Waller, Educational Director, Central Division, National Broadcasting Company.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Radio Program Production Aids, "Americans All-Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, Suggested Standards for College Courses in Radio, a Directory of Schools and Colleges Offering Courses in Radio.

•

Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.
EXecutive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
Dir. Trade Practice Conferences.....Henry Miller
Director, Radio & Periodical Division..P. B. Morehouse
Assistant Director, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

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First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

•

The Institute for Education by Radio

Established 1930

Ohio State University, Columbus, Ohio
UNiversity 3148, Extension 708

OFFICERS

Honorary Director.....W. W. Charters
Director.....I. Keith Tyler
Executive Secretary.....Ardis Hillman Wheeler

PROGRAM COMMITTEE

Howard Donahue, Program Director, WCOL; W. H. Ewing, Director, WOSU; T. C. Holy, Director, Bureau of of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; I. Keith Tyler, Director of the Institute; W. Hayes Yeager, Chairman, Speech Department.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

•

Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.
MEdallion 3-5661

OFFICERS

President.....Frederick B. Llewellyn
Vice President.....Edward M. Deloraine
Treasurer.....William C. White
Secretary.....Haraden Pratt

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
VAnderbilt 6-6075

OFFICERS

Chairman.....George Abraham
Technical Manager.....David W. Borst
Program Manager.....David Linton
Station Relations Manager.....Sonia-Jane Brown

BRANCH OFFICE

706 Sanders Ave., Schenectady 2, N. Y.
Technical Manager.....David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Brigham Young University, Brown University, Bryn Mawr College, Bucknell University, Columbia University, Cornell University, Harvard University, Haverford College, MacMurray College, Mary Washington College, North Carolina State College, Ohio University, University of Pennsylvania, Princeton University, Radcliffe College, Russell Sage College, St. Lawrence University, University of South Carolina, Stephens College, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, Yale University.

•

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman.....Cdre. E. M. Webster
Vice-Chairman.....Col. A. G. Simson
Secretary.....M. H. Woodward
Assisttant Secretary.....M. A. Price
Chairman, Technical Subcommittee
Lt. Comdr. A. L. Budlong

MEMBERS

Department of Agriculture.....E. W. Loveridge
Department of Commerce.....Dr. J. H. Dellinger
Federal Communications Commission.....E. K. Jett
Department of Interior .....S. L. Windes
Department of Justice.....E. P. Coffey
Maritime Commission.....D. S. Brierly
Department of Navy.....Comdr. Paul D. Miles
Post Office Department.....Roy M. Martin
Department of State.....H. B. Otterman
Department of Treasury .....Capt. E. M. Webster
Department of War .....Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture.....E. C. Wagner
Department of Commerce.....L. H. Simson
Federal Communications Commission..M. H. Woodward
Department of Interior.....Howard F. Carl
Department of Justice.....H. J. Walls
Navy Department.....Lt. W. R. Foley
Department of State.....Robert R. Burton
Department of Treasury.....Lt. Comdr. A. L. Budlong
Department of War.....Lt. Col. William E. Plummer

TECHNICAL ADVISORS ACCREDITED TO COMMITTEE V:

M. A. Price.....FCC
Major Nathaniel White.....War Department
Dr. E. Dillon Smith.....Dept. of Commerce, WB
I. W. Conrad.....Dept. of Justice, FBI

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

•

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President.....Ed J. Brown
International Secretary.....G. M. Bugniazet
International Rep. for Radio Broadcasting, W. L. Reed

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 400 standard commercial broadcast stations have collective bargaining agreements with IBEW.

•

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd .....Raymond Peck
Boy.....Harold G. Hoffman
Corresponding Secretary.....Bobby Clark
Recording Secretary .....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....John S. (Ole) Olson

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, William P. Adams, Walter N. Greaza, Otto Harbach, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Bruce Evans, William J. Kelly, Russ Brown, Frank Fay, John Alexander, Jay Jostyn, Otto Kreuger.

LIFE DIRECTORS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.

•

Market Research Council

New York 17, N. Y.
c/o BBDD, 383 Madison Ave.
ELdorado 5-5800 (ask for R. N. King)

OFFICERS

President.....Ray Robinson
Vice-President.....Edw. Battery, Jr.
Secretary-Treasurer.....Robert N. King

EXECUTIVE COMMITTEE

Ray Robinson, Edw. Battery, Jr., Robert N. King, D. B. Lucas, A. W. Lehman.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
CIrcle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Richard F. Murray
Agent and Trustee.....Harry Fox

•

National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.
National 2080

OFFICERS

President .....Justin Miller
Executive Vice-President.....A. D. Willard, Jr.
Secretary-Treasurer.....C. E. Arney, Jr.

ADMINISTRATIVE STAFF

Director of Government Relations...Robert T. Bartley
Director of FM Department.....Robert T. Bartley
Director of Broadcast Advg.....Frank E. Pellegrin
Asst. Dir. of Broadcast Advg.....J. Allen Brown
Director of Engineering.....Howard S. Frazier
Dir. of Promotion and Circulation....Arthur Stringer
Public Relations Consultant.....Edward M. Kirby
Special Consultant.....Willard D. Egolf
General Counsel.....John Morgan Davis
Asst. Dir. of Research.....Helen H. Schaefer
Coordinator of Listener Activity.....Dorothy Lewis

BOARD OF DIRECTORS

Districts
1—Paul W. Morency, WTIC, Hartford, Connecticut
2—Kolin Hager, WGY, Schenectady, New York
3—George D. Coleman, WGBI, Scranton, Pa.
4—Campbell Arnoux, WTAR, Norfolk, Virginia
5—F. W. Borton, WQAM, Miami, Florida
6—Hoyt B. Wooten, WREC, Memphis, Tennessee
7—James D. Shouse, WLW, Cincinnati, Ohio
8—John E. Fetzer, WKZO, Kalamazoo, Michigan
9—Leslie C. Johnson, WHBF, Rock Island, Illinois
10—John J. Gillin, Jr., WOW, Omaha, Nebraska
11—E. L. Hayek, KATE, Albert Lea, Minnesota
12—William B. Way, KVOO, Tulsa, Oklahoma
13—Martin B. Campbell, WFAA, Dallas, Texas
14—Hugh B. Terry, KLZ, Denver, Colorado
15—William B. Smullin, KIEM, Eureka, California
16—William B. Ryan, KFI, Los Angeles, California
17—Harry R. Spence, KXRO, Aberdeen, Washington

Directors-At-Large

Large Stations—J. Leonard Reinsch, WSB, Atlanta, Georgia; J. Harold Ryan, WWVA, Wheeling, W. Va.

Medium Stations—T. A. M. Craven, WOL, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S. C.

Small Stations—Matthew H. Bonebrake, KOCY, Oklahoma City, Okla.; Clair R. McCullough, WGAL, Lancaster, Pa.

Network—CBS—Frank Stanton, New York, N. Y.; NBC—Frank M. Russell, Washington, D. C.

FUNCTIONS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

•

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
CIrcle 7-8194

OFFICERS

Honorary President.....Josef Hofmann
President.....James J. Walker
Vice-President .....Fred Waring

Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President .....Al Jolson
Treasurer .....Don Voorhees
General Counsel.....Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

•

National Association of Educational Broadcasters

1010 S. Wright St., Urbana, Illinois
Urbana 7-2616

OFFICERS

President.....Frank E. Schooley
Vice-President .....Allen Miller
Treasurer.....W. I. Griffith
Executive Secretary.....A. James Abel

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

•

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President .....Phillips Wyman
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

•

National Independent Broadcasters (NIB)

President's Office: 565 Fifth Ave., New York, N. Y.
PLaza 3-1535
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

President.....Harold A. Lafount
General Counsel.....Andrew W. Bennett

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

•

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

Chairman, Board of Directors.....Arno O. Witt
Schramm Inc., West Chester, Pa.
President-General Manager.....W. Lane Witt
N.I.A.A. Headquarters, 100 E. Ohio St., Chicago 11, Ill.
Secretary-Treasurer.....Walter M. Yogerst
Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.
Vice-President.....J. A. Burgess
Gulf Oil Corp., Gulf Bldg., Pittsburgh 19, Pa.
Vice-President.....Ross M. Cunningham
Massachusetts Institute of Technology, Cambridge, Mass.
Vice-President.....C. E. Cischel
Walter Kidde & Co., Inc., 140 Cedar St., New York, N. Y.
Vice-President.....Harry O. Heller
Reed Roller Bit Co., Houston 1, Texas
Vice-President.....Howard Kenyon
LaPlant-Choate Mfg. Co., Cedar Rapids, Iowa
Vice-President.....C. N. Kirchner
Evans Associates, Inc., 307 N. Michigan Ave., Chicago 11, Ill.
Vice-President.....Richard F. O'Mara
Western Precipitation Corp., 1016 W. Ninth St., Los Angeles 15, Calif.
Vice-President.....V. R. Young
Canadian General Electric Co. Ltd., 212 King St., W., Toronto, Ont., Canada
Past-President.....James R. Kearney, Jr.
J. R. Kearney Corp., 4236 Clayton Ave., St. Louis 10, Mo.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

•

National Variety Artists, Inc.

223-5 W. 46th St., New York, N. Y.
COlumbus 5-2638

OFFICERS

President .....Louis Handin
First Vice-President.....Jack Boyle
Second Vice-President.....Juliet Heath
Treasurer .....Frank O'Connell
Secretary .....Rosa Crouch

DIRECTORS

C. H. Preston, Leon E. Bendon, Bert Spencer, Joe Woods, James Mooney, Joe Verdi, Harry Jackson, Billy Gould, Lillian Weed, William Rich (alt.).

TRUSTEES

Phil Kelly, Bob Robbins, George Matthews, Hans Robert, Henry Lewinsohn, Joe Pastor.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association

Secretary's Office: c-o WJAG, Norfolk, Nebr.
Phone: 432

President ..... Lumir Urban
(KORN, Fremont)

Vice-President ..... Duane Watts
(KHAS, Hastings)

Secretary-Treasurer ..... Art Thomas
(WJAG, Norfolk)

DIRECTORS

Gordon Gray, KOIL, Omaha; John Alexander, KODY, North Platte; John Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFW, Kearney; KOKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

•

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS

President..... Arthur Westlund
(KRE, Berkeley)

Secretary-Treasurer..... C. L. McCarthy
(KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

•

Ohio Association of Broadcasters

22 E. Gay St., Columbus, Ohio
Phone, Adams 1101

OFFICERS

President..... Robert T. Mason
(WMRN, Marion)

Vice-President ..... Arch Shawd
(WTOL, Toledo)

Secretary-Treasurer..... Carl M. Everson
(WHKC, Columbus)

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

•

Pacific Advertising Association

Charles W. Collier, Managing Director
Lola M. Huey, Executive Secretary
337 Monadneck Building
San Francisco, Calif.
Garfield 6868

OFFICERS AND DIRECTORS

President—Charles A. Storke, Asst. Publisher, News-Press, operators of Radio Station KTMS, Santa Barbara, Calif.

Senior Vice-President—Vernon Churchill, Assistant to Publisher, The Oregon Journal, Portland, Oregon.

Secretary-Treasurer—George A. Moore, Vice-President, Prudential Federal Savings & Loan Association, 125 South Main St., Salt Lake City, Utah.

Vice-President at Large—Helen O'Neil, Manager Oakland Office, Fielder Sorenson & Davis, Latham Square Building, Oakland, Calif.

Vice-President Dist. No. 1—Harvey A. Brassard, Account Executive, Syverson-Kelley, Inc., Mohawk Building, Spokane, Washington.

Vice-President Dist. No. 2—Gilbert L. Stanton, Dir. of Adv. and Public Relations, Idaho Power Company, Boise, Idaho.

Vice-President Dist. No. 3—H. Quenton Cox, Asst. Manager, Station KGW, Portland, Oregon.

Vice-President Dist. No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco, Calif.

Vice-President Dist. No. 5—Harwood H. Fawcett, Transit Advertising Company, Union Biulding, San Diego, California.

Past President—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle, Wash.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., 576 Sacramento St., San Francisco, Calif.

Chairman, Club Service Committee—Benot Hanau, Advertising Counselors of Arizona, 707 Security Building, Phoenix, Arizona.

Chairman, Advancement of Business Committee—Don Belding, Chairfan of the Board of Foote, Cone & Belding, 601 5th St., Los Angeles, Calif.

Chairman, Senior Advisory Committee, Junior Division—Claire Drew Forbes, Adv. Manager, Rhodes Dept. Sttore, Seattle, Washington.

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Calif.

FUNCTIONS

The Pacific Advertising Association, now in its 43rd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

•

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President..... George B. Coleman
(WGBI, Scranton)

Vice-President ..... Roy Thompson
(WFBG, Altoona)

Treasurer..... Dr. Leon Levy
(WCAU, Philadelphia)

Secretary..... C. G. Moss
(WKBO, Harrisburg)

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

•

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
COlumbus 5-7362

OFFICERS

President..... Rocco Vocco
First Vice-President..... Joseph Santly
Second Vice-President..... Charles Warren
Third Vice-President ..... Phil Kornheiser
Treasurer..... Irving Tanz
Financial Secretary..... Michael L. Schloss
Recording Secretary..... Louis E. Schwartz
Sergeant-at-Arms..... David Kent
Executive Director..... Bob Miller

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
Regional Director.....Morton Schaefer
1549 N. Vine Street, Hollywood, Calif.
Regional Director .....Nat Winecoff
36 East Fifth Street, Cincinnati, Ohio
Regional Director .....Danny Engel
433 Little Building, Boston, Mass.

FUNCTIONS

Charitable and Benevolent Organization.

•

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LOngacre 5-6622

OFFICERS

President.....F. A. Klingenschmitt
Vice-President.....O. James Morelock
Treasurer.....J. J. Stantley
Corresponding Secretary.....M. B. Sleeper
Recording Secretary.....J. H. Bose

DIRECTORS

Ernest V. Amy, Edwin H. Armstrong, R. M. Akin, Jr., R. R. Batcher, George E. Burghard, John L. Callahan, F. E. Canavaciol, Alan Hazeltine, L. C. F. Horle, H. W. Houck, Jerry Minter, Harry Sadenwafer, Paul Ware.

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

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Radio Council—WBEZ (FM)

Chicago Public Schools
228 N. La Salle St., Chicago, Ill.
Dearborn 7801

PERSONNEL

Director.....Col. Harold W. Kent
Associate Director.....George Jennings
Program Director.....Elizabeth E. Marshall
Production Head.....Robert R. Miller
Engineer.....E. H. Andresen

EXECUTIVE COMMITTEE
SCHOOL BROADCAST CONFERENCE

Director .....George Jennings

Dean Douglass, RCA, Chicago; Robert Hansen, Criterion Transcription, Chicago; David Heffernan, Assistant Superintendent of Schools, Cook County Schools, Chicago; Colonel Harold W. Kent, Radio Council, Chicago Public Schools, Chairman; Elisabeth E. Marshall, Program Director, Radio Council, Chicago Public Schools; William Newton, BBC, Chicago; Myrtle Stahl, WGN-MBS, Chicago; E. Jerry Walker, WBKB, Chicago; Judith Waller, NBC, Chicago; J. Oren Weaver, WBBM-CBS, Chicago.

FUNCTIONS

The Radio Council of the Chicago Public Schools operates a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations of a public service or adult education nature.

The School Broadcast Conference will hold its 10th annual meeting in 1946, and is a permanent national meeting to discuss the use of radio in education. An advisory committee, made up of some 50 educators and radio executives throughout the nation assist the executive committee in preparation of the annual program. The Conference, in connection with its annual meeting, holds an exhibit of new equipment for school use, and serves as a clearing house for information about equipment, classroom use of radio, availability of scripts and such other information for schools throughout the year.

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Radio Directors Guild

The Gladstone
114 E. 52nd St., New York, N. Y.
PLaza 3-4300

OFFICERS

New York Chapter

President.....William N. Robson
Vice-President.....Anton M. Leader
Secretary .....George Maynard
Treasurer.....Robert L. Shayon

MEMBERS

Wendell Adams, Wylie Adams, Alton Alexander, Robert Allison, Martin Andrews, Cyril E. Armbrister, Ira Ashley, Martha Atwell, Ira Avery, Oliver Barbour, Lt. Howard G. Barnes, Andre Baruch, Leonard L. Bass, John Becker, Joseph Bell, Tom Bennett, Gertrude Berg, Lawrence Berns, Frederick Bethel, Roger Bower, Marguerite H. Bowman, William Brennan, Stuart Buchanan, John Buckwalter, Edward A. Byron, Ward Byron, John M. Carney, Hubert V. Chain, Lou Chapin, Dick Charles, Jay Clark, John Cleary, Lee Cooley, Captain Ted Corday, Norman Corwin, George Creamer, Joseph M. Daly, Oliver Daniel, Carlo De Angelo, Clay B. Daniel, Stanley Davis, Guy della-Cioppa, Jerry Devine, Henry W. Dick, John Dietz, William S. Doughten, Edward Ray Downes, Allen H. Ducovny, Edwin Duerr, Paul Dumont, Edwin L. Dunham, Carl Eastman, Gene Eubanks, DeVere Engelbach, James H. Fassett, Ross Filion, Charles S. Freed, Theo. Gannon, Garnet Garrison, William Gernannt, Aldo J. Chisalbert, Don Gillis, Paul Girard, Wesley B. Goodman, Mark Goodson, Mitchell Grayson, Axel Gruenberg, Walter Hackett, Laurence Hammond, Arthur Hanna, Jay Hanna, Charles T. Harrell, Leslie T. Harris, James Haupt, Robert P. Heller, Jack Hill, Garrett Hollihan, Jr., Harry Ingram, Elinor F. Inman, Lt. Clinton Johnson, Louis Jackobson, Jack Johnstone, William G. King, Paul Knight, Raymond Knight, Howard T. Keegin, Ray H. Kremer, Alan Kent, G. Bennett Larson, Anton M. Leader, Herb J. Leder, Alexander Leftwich, Jr., Virginia Lee, Derrick R. Leighton, Winifred Lenihan, Wilfred Lenihan, Richard Leonard, Lt. David Levy, Richard Lewis, Roy Lockwood, Marks Loeb, Basil Loughrane, John W. Loveton, Rupert Lucas, John Macdonnell, Lindsay MacHarris, Kenneth W. MacGregor, Sherman A. MacGregor, Nila Mack, Martin Magner, Joseph Mansfield, William Marshall, Don Martin, Paul Martin, Jessica Maxwell, Peggy S. Mayer, George Maynard, Harold McGee, Earle L. McGill, Jerry McGill, Walter J. McGraw, Wesley McKee, Kathleen McMahon, Arnold Michaelis, John V. Mitchell, John T. Mitchell, Brewster Morgan, Herbert M. Moss, Oliver Nicholl, Robert Nolan, Ace Ochs, Lester O'Keefe, Eldridge Packham, William R. Paddock, Frank Papp, Eric S. Pinker, Edward Pola, Herbert S. Polesie, Charles H. Powers, Vernon Radcliffe, William S. Rainey, Capt. Irving K. Reis, Ernest Ricca, Herbert C. Rice, Thomas L. Riley, Maurice L. Robinson, William N. Robson, Jack Roche, Norman Rosen, William B. Rousseau, William Royal, John S. Rugge, S 2/c, Daniel Russell, T/Sgt. Victor Sack, Herbert C. Sanford, Richard Sanville, Walter Scanlon, Joseph Scibetta, Victor Seydel, Elizabeth G. Selig, Robert Lewis Shayon, James Sheldon, Addison Smith, Jr., Beverly L. Smith, Robert E. Smith, Robert S. Steel, Paul Stewart, William M. Sweets, Frank K. Telford, Capt. Joseph A. Thompson, William S. Todman, Day Tuttle, Lester Vail, Pvt. Thomas S. Vietor, Jr., Chick Vincent, Charles Warburton, Pvt. Albert Ward, Ken-

neth Webb, Tex Weiner, Pvt. Robert Welch, Orson Welles, John Wellington, James Whipple, Margaret D. Whittemore, George Weist, Howard Williams, Pete Witt, Theodora Yates, Lt. George J. Zachary.

FUNCTIONS

A voluntary association to advance, foster, promote and benefit the interests of directors of radio programs and to protect secure their rights in their professional activities.

•

Radio Executives Club of New York

630 Fifth Ave., New York 20, N. Y.
Circle 6-1750

OFFICERS

President .....Murray Grabhorn
Vice-President .....Craig Lawrence
Secretary .....Helen Wood
Treasurer .....Claude Barrere

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

•

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS

President.....R. C. Cosgrove
Executive Vice-President-Secretary.....Bond Geddes
Treasurer.....Leslie F. Muter
General Counsel.....John W. Van Allen
Vice-President.....E. A. Nicholas
(Farnsworth Television & Radio Corp.)
Vice-President .....George Lewis
(Federal Telephone & Radio Corp.)
Vice-President.....M. F. Balcom
(Sylvania Electric Products, Inc.)
Vice-President.....Robert C. Sprague
(Sprague Electric Company)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; E. Alschuler, Sentinel Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; John Ballantyne, Philco Corp.; Herbert A. Bell, Packard-Bell Co.; F. C. Best, Chicago Telephone Supply Co.; P. S. Billings, Belmont Radio Corp.; A. Blumenkrantz, General Instrument Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; Monte Cohen, F. W. Sickles Co.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA-Victor Division of RCA; G. Richard Fryling, Erie Resistor Corp.; Paul V. Galvin, Galvin Mfg. Corp.; A. H. Gardner, Colonial Radio Corp.; Joseph Gerl, Sonora Radio & Television Corp.; F. A. Hiter, Stewart-Warner Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co., Inc.; Dr. Ray H. Manson, Stromberg-Carlson Co.; J. J. Nance, Zenith Radio Corp.; David T. Schultz, Raytheon Mfg. Co.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; A. S. Wells, Wells-Gardner & Co.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President.....R. M. Brophy
Vice-President..... S. L. Capell
Executive Secretary.....S. D. Brownlee
Chairman of Parts Division.....W. H. Furneaux
Chairman of Engineering Committee.....A. B. Oxley
Chairman of Service Committee.....W. A. White

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

•

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
Republic 1820, Extension 2225

OFFICERS

Acting Director.....C. F. Klinefelter
Assistant Director.....Gertrude G. Broderick
Radio Education Speciality.....R. R. Lowdermilk

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

•

Radio Technical Planning Board

55 W. 42nd St., New York, N. Y.
LOngacre 3-3279

Chairman .....Haraden Pratt
Vice-Chairman.....Howard S. Frazier
Treasurer .....Will Baltin
Secretary.....William H. Crew

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

•

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
MUrray Hill 5-6930

OFFICERS

National President.....Sam Moore
Vice-Presidents: Eastern Region.....Peter Lyon
Midwestern Region.....Herbert Futran
Western Region.....Milton Merlin
National Secretary.....Dorothy Bryant

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone, Andover 5458. Hollywood: 1655 N. Cherokee Ave., Phone, Hollywood 3601.

FUNCTIONS

For the business protection of men and women earning their living as radio writers.

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....W. D. Armentrout
Secretary.....Roy M. Green
Treasurer.....Malcolm G. Wyer

EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 30 organizations formed to give professional aid to educational organization in planning, preparing and producing their radio broadcasts. In 1944, it produced 361 programs for 16 organizations, which were re-broadcast 1,536 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

•

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365.

OFFICERS

President .....Paul Heinecke
Treasurer .....R. C. Heinecke

FUNCTIONS

Licensing use of copyright music, transcription library, syndicated transcribed tailor-made programs for advertisers.

•

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOngacre 5-9124

OFFICERS

President .....Sholom Secunda
Vice-President .....Rev. Pinchus Jassinowsky
Treasurer .....Alexander Olshanetsky
Secretary.....Henry Lefkowitch
General Manager.....Salom J. Perlmutter

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

•

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
PEnnsylvania 6-0620

OFFICERS (As of Jan. 1, 1946)

President.....D. E. Hyndman
Past President.....Herbert Griffin
Executive Vice-President .....Loren L. Ryder
Engineering Vice-President.....J. A. Maver
Editorial Vice-President.....A. C. Downes
Financial Vice-President.....M. Richard Boyer
Convention Vice-President.....W. C. Kunzmann
Secretary.....Clyde R. Keith
Treasurer.....Earl I. Sponable
Executive Secretary.....Harry Smith, Jr.

GOVERNORS

Frank E. Carlson, J. I. Crabtree, Alan W. Cook, Paul J. Larsen, Reeve Strock, Charles R. Daily, Wesley C. Miller, John G. Frayne, Peter Mole, W. A. Mueller.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

•

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

President .....Sigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Milton Drake
Secretary.....Sam H. Stept
Treasurer .....Abel Baer
Counsel .....John Schulman
Executive Secretary .....Sayre Marder

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

•

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President.....Robert O. Reynolds, KMPC, Los Angeles
Secretary-Treasurer....Lee Wynee, KGER, Los Angeles

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

•

Sports Broadcasters Association (New York Chapter)

c/o Hank Viscardi, 1440 Broadway, New York, N. Y.
PEnnsylvania 6-9600

OFFICERS

President .....Bill Slater
Vice-President .....Red Barber
Vice-President .....Bud Watson
Treasurer .....Jimmy Dolan
National Secretary.....George Schreier

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

•

Television Associates, Inc.

190 N. State St., Chicago, Ill.

OFFICERS

President.....Charles Collette
Vice-President.....Chester C. Woolridge
Secretary-Treasurer.....E. C. Upton

FUNCTIONS

Television Associates, Inc., was formed for the purpose of being a service organization to the television industry. Television apparatus developed from the Bill Eddy patents will be put on the market from time to time.

•

Television Broadcasters' Assn., Inc.

500 Fifth Ave., New York, N. Y.
LAckawanna 4-4788

OFFICERS

President.....Jack R. Poppele
Vice-President.....F. J. Bingley
Secretary-Treasurer.....Will Baltin
Assistant Secretary-Treasury.....O. B. Hanson

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; E. A. Hayes, Hughes Productions; Jack R. Poppele, WOR, New York; O. B. Hanson, National Broadcasting Co., Inc.; Paul Raibourn, Television Productions, Inc.; Ernest I. Vogel, Farnsworth Television & Radio Corp.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

•

Television Press Club of New York

c-o Miss Elizabeth Forsling
Radio Editor, Newsweek
152 West 42nd St., New York, N. Y.

BOARD OF GOVERNORS

Chairman, Stanley Kempner, Retailing Home Furnishings; Vice-Chairman, Lewis Winner, Communications; Secretary, Elizabeth Forsling, Newsweek; Treasurer, Clifford E. Denton, Daily News; Committee Chairmen: Publicity, T. R. Kennedy, Jr., New York Times; Membership, Ben Kaufman, Television Magazine. Other Members: M. H. Shapiro, Radio Daily; Bruce Robertson, Broadcasting; Patricia Murray, TV.

FUNCTIONS

A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the luncheon meetings.

•

Twenty Year Club

167 East 64th St., New York, N. Y.
REgent 4-3344

Founder .....H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio broadcasting for 20 years, and whose association antedates April 4, 1925. There are no dues, fees, officers, regular meetings, or other obligations. Three year books have been published. Much historic material on the beginnings of broadcasting has been placed in the club files.

•

United States Department of Agriculture

Office of Information
Radio Service
Washington 25, D. C.
Republic 4142—Extension 5163.

OFFICERS

Chief.....John C. Baker
Western Representative.....Kenneth M. Gapen
821 Market St., San Francisco, Calif.

FUNCTIONS

Prepares and voices Department of Agriculture programs on the networks, including the National Farm and Home Hour, The American Farmer and Consumer Time, Produces radio transcriptions for national distribution on agricultural subject, issues weekly information letters and background material for farm and women's program directors.

PRODUCTION AND MARKETING ADM.

Information Service
Washington 25, D. C.
Republic 4142—Extension 3285

OFFICERS

Director.....J. B. Hasselman
Radio and Market News.....E. J. Rowell

BRANCH OFFICES

New York: 150 Broadway.
Chicago: 5 S. Wabash Ave.; Walter W. John, In Charge.
San Francisco: 821 Market St.; J. Don Walsh, In Charge.
Dallas: 425 Wilson Bldg.; Meno Schoenbach, In Charge.
Atlanta: Western Union Bldg.; Arthur Susott, In Charge.

FUNCTIONS

The Production and Marketing Administration is generally responsible for production, adjustment, loan, purchase, subsidy, diversion, export, surplus disposal programs, supply estimates, allocation recommendations, market news, standardization, inspection and grading, agricultural marketing agreements and other activities and programs.

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United States Department of Interior—Radio Section

Interior Department Radio Studios, Washington, D. C.
Republic 1820

PERSONNEL

Director.....Willett Kempton
Chief Engineer.....Harry S. Barton

FUNCTIONS

The Radio Section of the Interior Department operates studios and a transcription service available to all agencies of the Federal Government, and acts as a radio production and information center for the bureaus and divisions of the Interior Department in keeping broadcasters and radio advertisers informed about such matters as fish and wildlife conservation, the national parks, land reclamation and utilization, hydroelectric power and irrigation projects, natural resources, Indian affairs, the U. S. Territories and island possessions, geological survey, grazing service, etc.

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The Advertising Council, Inc.

11 West 42nd St., New York, N. Y.
BRyant 9-3641

OFFICERS

Chairman.....James W. Young
Vice-Chairman.....Paul B. West
Vice-Chairman.....Kerwin H. Fulton
Vice-Chairman.....William Reydel
Secretary-Treasurer.....Frederic R. Gamble
Executive Director.....Theodore S. Repplier

BRANCH OFFICE

1010 Vermont Ave., Washington 5, D. C.
Theodore S. Repplier, Executive Director
Phone: District 9043

To provide a means for marshalling the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

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Washington State Association of Broadcasters

Tom Olsen, Olympia, Wash.
Olympia 6636

OFFICERS

President.....Tom Olsen
Vice-President.....H. E. Studebaker
Secretary-Treasurer.....Robert Priebe

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

Western Association of Broadcasters

109 C. P. R. Building
Edmonton, Alberta, Canada
Telephone 22101

OFFICERS

President .....G. R. A. Rice
(CFRN, Edmonton, Alberta)

DIRECTORS

R. H. Elphicke, A. M. Cairns, L. Moffatt.

FUNCTIONS

To promote Goodwill and mutual protection amongst the broadcasting stations of Western Canada. To make recommendations to the Canadian Assocation of Broadcasters; to raise the standard of ethics of the operations of commercial broadcasting stations in Western Canada. Generally, the objects of the Canadian Association of Broadcasters.

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Writers' Board

147 W. 42nd St., N. Y.
BRyant 9-6937

Chairman.....Rext Stout
Executive Secretary.....Fredericca Barach

MEMBERS

Carl Cramer, Russel Crouse, Jerry Devine, Clifton Fadiman, Thomas K. Finletter, Jack Goodman, Samuel Grafton, Alan Green, Oscar Hammerstein II, Morrison Hobe, Christopher La Farge, Robert Landry, Margaret Leech, Jean Ellis Poletti, Henry Pringle, Luise Sillcox.

FUNCTIONS

To work with writers, editors, radio stations, etc., to further the production of constructive material dealing with racial and religious tolerance, the eradication of native fascism and promotion of world government, in our time.

•

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
Circle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. Marion M. Miller
Secretary.....Miss Helen Havener
Treasurer.....Mrs. M. D. Jackson
Executive Secretary.....Mrs. Rosalie Wolf
Members-At-Large.....Mrs. Sidonie M. Gruenberg, Mrs. Mary F. Larkin, Mrs. Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Gunczy.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint. Also publish "Radio Review."

Non-Commercial Educational Outlets

As Listed By The Federal Communications Commission, Dec. 31, 1945

Licensee and Location	*Call Letters*	*Frequency (Mc)*	*Power*	*Emission*
Board of Education, City of Buffalo, Buffalo, N. Y.	WCAH	42.9	1 kw	Special (C. P. only)
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42.5	1 kw	Special
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42.1	1 kw	Special
The Board of Education of Newark in the County of Essex Newark, N. J.	WBGO	To be assigned by Commission pursuant to proceedings in Docket No. 6651	1 kw	Special for FM (C. P. only)
Board of Education of the San Francisco Unified School District, San Francisco, Calif.	KALW	42.1	1 kw	Special for FM (C. P. only)
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42.5	1 kw	Special
The Regents of University of Michigan, Ann Arbor, Mich.	WATX	42.1	50 kw	Special
T-Dexter Twp., near Dexter, Mich. School District of Kansas City, Mo. Kansas City, Mo.	KICR	To be assigned by Chief Engineer	1 kw	Special (C. P. only)
The State University of Iowa Iowa City, Iowa	KSUI	42.7	1 kw	Special for FM (C. P. only)
University of llinois, Urbana, Ill.	WIUC	42.9	250 w	Special
University of Kentucky, Lexington, Ky.	WBKY	42.9	500 w	Special
University of Southern California, Los Angeles, Calif.	KUSC	42.9	1 kw	Special (C. P. only)

FCC Regulations Non-Profit Stations

Rule In Effect For Non-Profit Educational Outlets

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.

BRITISH GUIANA RADIO STATION ZFY

For reaching the British West Indian population, short-wave station ZFY located in Georgetown, British Guiana, is a "MUST." Owned and operated by THE BRITISH GUIANA UNITED BROADCASTING COMPANY . . . this station . . . THE VOICE OF GUIANA . . . is the only English-speaking station working a commercial schedule in the Caribbean area.

HAITI

At the crossroads of the Americas is Haiti's most powerful radio station . . .

HHGM	HHBM	HHCM
1473 kc	9660 kc	6165 kc
1000 watts	2000 watts	1000 watts

located in the capital city of Port-au-Prince under the ownership and operation of MAGLOIRE BROADCASTING CIRCUIT. These three outlets transmitting simultaneously on long and short wave, give not only excellent local, but international coverage as well.

For further information in connection with the above markets, please consult . . .

PAN-AMERICAN BROADCASTING COMPANY

330 Madison Avenue New York, N. Y.

Murray Hill 2-0811-0810

INTERNATIONAL

International Broadcast Stations
Of The United States

•

CBS and NBC Latin-American Networks

•

Mexico

•

South America

•

Central America

LINKING THE Americas
with music...
...and words
A network of 113 radio stations all over Latin America! Thousands of artists, composers, writers and technicians are cooperating to build up the structure for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange... new markets! A new world for radio advertising!
LATIN AMERICA'S MOST IMPORTANT RADIO ORGANIZATION
RPM
RADIO PROGRAMAS DE MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P.O. Box 1324 MEXICO, D.F.- EMILIO AZCARRAGA, Pres: CLEMENTE SERNA MARTINEZ, V.Pres. Gen. Mg

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
The Associated Broadcasters, Inc. San Francisco, Calif.	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.		6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
		6170, 7575, 9750, 11145,	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR	Freq. To Be Determined	200 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBA	Freq. To Be Determined	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBF	Freq. To Be Determined	
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650 SSA 9795	75 kw
The Crosley Corp. Mason, Ohio	WLWK	6080, 9590, 11710, 15250, 17800, 21650,	50 kw
The Crosley Corp. Mason, Ohio	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corp. Mason, Ohio	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
General Electric Company South Schenectady, N. Y.	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880, SA 9530	50 kw

LA PRIMERA CADENA ECUATORIANA DE RADIODIFUSION . . .

consisting of:

La Voz de Imbabura of Ibarra

Radio Comercial of Quito

Emisoras Splendid of Quito

Radio Ambato of Ambato

La Voz de Tomebamba of Cuenca

Through its powerful long and short wave outlets you receive complete coverage of the Ecuadorean market.

"MUST" for EL SALVADOR RADIODIFUSORA YSO

LA VOZ DE LA DEMOCRACIA

Located in San Salvador

Long Wave
1,500 watts
Short Wave
1,000 watts

CUBA RADIOEMISORA CMKS

Operating on 900 kc.

GUANTANAMO, CUBA

Administrative-Director

CANDIDO SUAREZ SAVON

QUALITY IN MEDELLIN

Discriminating advertisers use

LA VOZ DE ANTIOQUIA for

guaranteed results.

RADIO STATIONS HJDE-HJDK

For further information in connection with the above markets, please consult . . .

PAN-AMERICAN BROADCASTING COMPANY

330 Madison Avenue New York, N. Y.

MUrray Hill 2-0811-0810

General Electric Company South Schenectady, N. Y.	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw
General Electric Company near Belmont, Calif.	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.	WGEX	Freq. To Be Assigned	25 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893	50 kw (50 to 100 kw on 9670)
National Broadcasting Co., Inc. Bound Brook, N. J.	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBC	Freq. To Be Assigned	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBA	Same as above	50 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540, SSO 7250, 78525	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460, 592, 7805	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700, SSA 6040, 7805	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUX	SSA 7575, 7805, 5290	7 kw
General Electric Co. Belmont, Calif.	KGEX	Freq. To Be Assigned	100 kw

La Cadena De Las Americas
(The Network of the Americas)
of
THE COLUMBIA BROADCASTING SYSTEM

—— *PERSONNEL* ——

Director of Latin American Affairs and Shortwave Broadcasting.....Edmund Chester
Assistant Director of Shortwave Broadcasting.....John Hundley
Director of Shortwave News Division.....Lawrence Haas
Music Director and Arranger.....Terig Tucci
Assistant Director of Latin American Relations.....Roberto Unanue
Manager of Press Information for Latin American Network.....Margaret Kennedy
Assistant in Charge of Public Relations for Latin America.....Carlos Garcia Palacios

ARGENTINA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
LR3	Radio Belgrano	Buenos Aires	950	50000
LRY	Radio Belgrano	Buenos Aires	9460	50000
LRY1			6090	50000
	—Radio Belgrano Network—			
LU2	Radio Bahia Blanca	Bahia Blanca	900	5000
LV2	Radio Central	Cordoba	960	5000
LT7	Radio Corrientes	Corrientes	1340	10000
LT8	Radio Rosario	Rosario	840	3000
LV1	Radio Colon	San Juan	560	10000
LV4	Radio San Rafael	Mendoza	690	5000
LV11	Radio del Norte	Santiago del Estero	1170	500
LT14	Radio General Urquiza	Parana	——	——
LT15	Radio Concordia	Concordia	——	——
LV12	Radio Aconquija	Tucuman	580	15000
LV14	Radio La Rioja	La Rioja	1330	5000
LV10	Radio Cuyo	Mendoza	1210	10000
LV13	Radio San Luis	San Luis	1250	5000
ZP5	Radio Encarnacion	Encarnacion, Paraguay	920	5000
ZPA5	Radio Encarnacion	Encarnacion, Paraguay	950	3000
CXA8	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14	Radio Real de San Carlos	Colonia, Uruguay	11820	1000
LRR	Radio Ovidio Lagos	Rosario	11887	10000
LRRI	Radio Ovidio Lagos	Rosario		

BOLIVIA

CP4	Radio Illimani	La Paz	1020	250
CP5	Radio Illimani	La Paz	6200	250

CHILE

CB57	Radio Sociedad Nacional de Agricultura	Santiago de Chile	570	6000
CB1180	Radio Sociedad Nacional de Agricultura	Santiago de Chile	11800	1000
CB90	Radio Sociedad Nacional de Agricultura	Valparaiso	900	1000

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJAG	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH	Emisora Atlantico	Barranquilla	1080	1000
HJCS	Radio Continental	Bogota	920	5000
HJEB	La Voz del Valle	Cali	1150	1000
HJED	La Voz del Valle	Cali	4825	1000
HJFB	Radio Manizales	Manizales	6105	6000
HJFD	Radio Manizales	Manizales	1390	1000
HJDT	Radio Nutibara	Medellin	1150	500
HJFF	Ondas del Otun	Pereira	1350	1000
HJFK	La Voz Amiga	Pereira	6097	2500
HJBJ	La Voz de Santa Marta	Santa Marta	1370	1200

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500

CUBA

CMJN	RHC Cadena Azul	Camaguey	740	1000
CMCY	RHC Cadena Azul	Havana	590	15000
COCY	RHC Cadena Azul	Havana	11470	1000
CMKY	RHC Cadena Azul	Holguin	600	1000
CMAN	RHC Cadena Azul	Pinar del Rio	1300	1000
CMHI	RHC Cadena Azul	Santa Clara	570	15000
COHI	RHC Cadena Azul	Santa Clara	6450	5000
CMKN	RHC Cadena Azul	Santiago de Cuba	930	1000

DOMINICAN REPUBLIC

HIIZ	Broadcasting Nacional	Ciudad Trujillo	6312	500
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	250

ECUADOR

HC2AJ	Compania del Ecuador	Guayaquil	1050	1000
HC2AK	Compania del Ecuador	Guayaquil	9310	1000
HCQR	Radio Quito	Quito	1340	250
HCQRX	Radio Quito	Quito	5970	250
HCBS	Radio Bolivar	Quito	9355	250
HCBT	La Voz de la Libertad	Quito	1304	250

EL SALVADOR

YSP	La Voz de Cuscatlan	San Salvador	760	250
YSP1	La Voz de Cuscatlan	San Salvador	780	115
YSPA	La Voz de Cuscatlan	San Salvador	9575	——
YSPB	La Voz de Cuscatlan	San Sanvador	6150	350

GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW	La Voz de Guatemala	Guatemala City	610	10000
TGWA	La Voz de Guatemala	Guatemala City	9685	10000
			15170	——
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHW	Station de Radiofifusion	Port-au-Prince	1230	150
HH3W	Station de Radiofifusion	Port-au-Prince	9890	250

HONDURAS

HRN	La Voz de Honduras	Tegucipalpa	5875	750

MEXICO

XEQ	Radio Pan Americana, S.A.	Mexico City	940	50000
XEQQ	Radio Pan Americana, S.A.	Mexico City	9680	1000
XEA		Campeche, Cam.	1370	1000
XEBU		Chihuahua, Chih.	1260	500
XEBL	La Voz del Noroeste	Culiacan, Sin.	1260	500
XEHL		Guadalajara, Jal.	1370	500
XEHQ		Hermosillo, Son.	590	300
XEDS		Mazatlan, Sin.	1420	500
XEFC	La Voz de Yucatan	Merida, Yuc.	1340	250
XEMR	Enrique Serna Martinez	Monterrey, N.L.	1370	500
XELQ	Radio Comercial	Morelia, Mich.	1270	250
XEAX	Alvaro Rodriquez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM		San Luis Potosi	1260	150
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC		Celaya	1450	250
XEAG		Cordoba	1280	250
XEJT		Guanajuato	570	250
XEWE		Irapuato	1420	100
XEFM		Leon	1270	100
XEPP		Orizaba	1450	150
XEDE		Saltillo	1400	150

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800

PANAMA

HOC	Cadena Panamena de Radio Difusion	Panama City	1440	1000
HP5A	Cadena Panamena de Radio Difusion	Panama City	11700	1000

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP3	Radio Teleco	Asuncion	700	12000
ZPA3	Radio Teleco	Asuncion	11850	1200

PERU

OAX6C	Radio Continental	Arequipa	1370	300
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6235	300
OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4U	Radio America	Lima	1030	1000
OAX4V	Radio America	Lima	5940	500
OAX4W	Radio America	Lima	9440	500

PUERTO RICO

WKAQ		San Juan	620	5000

URUGUAY

CX16	Radio Carve	Montevideo	850	50000
CX24	La Voz del Aire	Montevideo	1010	5000
CXA8	Short Wave	Colonia	9620	20000
CXA14	Short Wave	Colonia	11820	1000
	—Radio Carve Network			
CW1	Radio Popular	Colonia	550	4500
CW31	Salta Broadcasting	Salta	1120	250
CW39	La Voz de Paysandu	Paysandu	1320	100
CW41	Broadcasting San Jose	San Jose	1360	050
CW43B	Radio Internacional	Rivera	1480	750
CW51	Radio Maldonado	Maldonado	1560	500
CW53	Radio Cerro Largo	Melo	1580	250
CX52	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA	Radio Sucre	Cumana	1220	400
YV7RB	Radio Sucre	Cumana	3470	750
YVIRA	Ecos Del Zulia	Maracaibo	1300	200
YVIRV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

La Cadena Panamericana
(The Pan American Network)
of the
NATIONAL BROADCASTING COMPANY

—*PERSONNEL*—

Manager of International Division	Fred B. Bate
Radio Facilities Engineer	Raymond F. Guy
Director, Latin American Programs	Eli B. Canel
Chief, Spanish-language Section	Alberto N. Gandero
Chief, Portuguese-language Section	James I. Christie
Continuity Acceptance	F. J. Lara
Production Manager	Ary Moll
Assistant Production Manager	Alvaro Gonzalez
Musical Director	Emilio de Torre
Director of Station Relations	Cal J. Abraham
Chief of Traffic Section	Charles Mangano

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4	Radio Splendid	Buenos Aires	990	50000
LRS	Radio Splendid	Buenos Aires	9315	10000
LRS1	Radio Splendid	Buenos Aires	5985	10000
	Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)			
LW1	de la Red Splendid	Cordoba	790	20000
LT2	de la Red Splendid	Rosario	1230	20000
LU3	de la Red Splendid	Bahia Blanca	1150	10000
LT4	de la Red Splendid	Posadas	1010	2000
LV6	de la Red Splendid	Mendoza	630	10000
LW7	de la Red Splendid	Catamarca	730	2000
LU5	de la Red Splendid	Neuquen	1130	2000
LW8	de la Red Splendid	Jujuy	1130	2000
LU8	de la Red Splendid	Bariloche	1250	1000
LU4	Comodoro Rivadavia	C. Vivadavia	640	1500
LU12	Rio Gallegos	Rio Gallegos	680	1500

BOLIVIA

CP20	Radio El Condor	La Paz	930	1000
CP15	Radio El Condor	La Paz	5880	500
CP18	Radio El Condor	Oruro	900	250
CP1	Radio Chuquisaca	Sucre	9500	800
CP41	Radio Chuquisaca	Sucre	1325	80
CP28	Radio Central	Cochabamba	1360	150
CP40	Radio Central	Cochabamba	9570	150
CP22	Radio Internacional	Potosi	6130	750
CP24	Radio Internacional	Potosi	920	250

CHILE

CB114	Corporacion Chilena de Broadcasting	Santiago	1140	50000
CB84	Radio Cristobal Colon	Valparaiso	840	3000
CD69	Radio La Frontera	Temuco	690	1200
CC117	Radio Simon Bolivar	Concepcion	1170	1000
CA108	Radio La Serena	La Serena	1080	1500
CA141	Radio El Loa	Antofagasta	1410	3000

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC	La Voz de Bogota	Bogota	870	5000
HJCE	La Voz de Bogota	Bogota	1000	1500
HJCF	La Voz de Bogota	Bogota	6240	1000
HJCR	Radiodifusora Nacional	Bogota	1200	5000
HJCT	Radiodifusora Nacional	Bogota	6260	2500
HJAN	Emisoras Unidas	Barranquilla	1190	1000
HJAB	Emisoras Unidas	Barranquilla	4785	3000
HJDK	La Voz de Antioquia	Medellin	1250	500
HJDE	La Voz de Antioquia	Medellin	6145	5000
HJGK	Radio Santander	Bucaramanga	1280	1000
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	La Voz de Pereira	Pereira	1470	500
HJFA	La Voz de Pereira	Pereira	6054.3	1500
HJAF	Emisoras Fuentes	Cartagena	1240	1000
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500
TINBC	La Voz de la Democracia	San Jose	1070	4000

CUBA

CMQ	Circuito CMQ	Habana	690	25000
COCQ	Circuito CMQ	Habana	8825	5000
CMBZ	Radio Salas	Habana	830	1000
COBZ	Radio Salas	Habana	9030	1000
	CMQ Network (Circuito CMQ)			
CMHQ	del Circuito CMQ	Santa Clara	670	10000
CMJL	del Circuito CMQ	Camaguey	920	10000
CMKJ	del Circuito CMQ	Holguin	730	10000
CMKU	del Circuito CMQ	Santiago	970	1000
CMAQ	del Circuito CMQ	Pinar del Rio	840	1000

DOMINICAN REPUBLIC

HI1X	Radiodifusora Oficial	Ciudad Trujillo	6350	1000
HI9B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB	La Voz de los Andes	Quito	974	1000
HCJB	La Voz de los Andes	Quito	4108	200
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HC2GI	Radio El Telegrafo	Guayaquil	1160	300
HC2ET	Radio El Telegrafo	Guayaquil	9200	500

EL SALVADOR

YSS	Alma Cuscatleca	San Salvador	638	500
HUB	Alma Cuscatleca	San Salvador	4780	300
YSD	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

TGW	La Voz de Guatemala	Guatemala City	640	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
TGWB	La Voz de Guatemala	Guatemala City	6840	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHGM	Magloire Broadcasting Circuit	Port-au-Prince	1473	1000
HHBM	Magloire Broadcasting Circuit	Port-au-Prince	9660	1000
HHCM	Magloire Broadcasting Circuit	Port-au-Prince	6165	1000

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	5875	500

MEXICO

XEW	La Voz de la America Latina desde Mexico	Mexico City	900	100000
XEWW	La Voz de la America Latina	Mexico City	9500	10000
			15160	10000

XEW Network (Radio Programas de Mexico)

XEKJ	Refugio A. de Valdivieso	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1360	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEFQ	Pedro Lopez Diaz	Cananea, Son.	980	500
XENC	El Heraldo del Bajio	Celaya	1540	250
XEQZ	Ramon Zamora Manjarrez	Chetumal	1240	250
XEFI	David C. Mireles	Chihuahua, Chih.	1440	1000
XEBA	Jose D. Gonzalez	Ciudad Guzman	1270	250
XEP	Esteban Parra	Ciudad Juarez	1400	500
XETR	Antonio Pozo L.	Ciudad Valles	570	250
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XERL	J. Roberto Levy	Colima, Col.	1280	250
XESA	Modesto Roberto Perez	Culiacan, Sin.	1360	500
XEE	Jose Valenzuela	Durango, Dgo.	1280	250
XEHL	Radio Anunciadora Kist	Guadalajara, Jal.	1370	500
XEDR	Modesto Ortega	Guaymas	1490	100
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	Carlos Ferraez Matos	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez, Jr.	Los Mochis, Sin.	1410	1000
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XERJ	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil C.	Merida, Yuc.	1270	500
XECL	Armando Maldonado	Mexicali. B.C.	990	5000
XEDW	Angel Lagarda	Minatitlan, Ver.	1260	250
XEFB	Jesus Quintanilla	Monterrey, N.L.	630	500
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE	R. Tijerina Carranza	Nuevo Laredo	960	250
XEAX	A. Marquez Gonzales	Oaxaca, Oax.	1270	500
XETQ	Francisco Campos H., Sucs.	Orizaba, Ver.	1370	250
XEAT	Sucs. Jorge Perez	Parral, Chih.	1250	250
XEMU	Alfonso L. Bres	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJX	Radioemisora Queretana	Queretaro, Qro.	1450	250
XERT	Ignacio Magallon V.	Reinosa, Tamps.	590	250
XEBX	Sucs. Miguel B. Rodriguez	Sabinas, Coah.	610	250
XEDE	Emilio Tamargo	Saltillo, Coah.	1400	150
XECZ	Zeferino Jimenez	San Luis Potosi	1430	1000
XETU	Impulsora Moderna del Radio	Tampico	1460	1000
XETS	Wadelay Dominguez	Tapachula	630	100
XERK	Tomas Mondragon	Tepic, Nay.	1450	100
XEC	Luis Enrique Enciso	Tijuana, B.C.	1310	250
XECH	Rodolfo Llamas	Toluca	1490	250
XEBP	A. O. Stevenson	Torreon, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XEUF	Ignacio Navarro Q.	Uruapan, Mich.	550	300
XEU	Fernando Pasos Sosa	Veracruz, Ver.	960	500
XEDH	Vicente Hernandez	Villa Acuna	1340	250
XELK	Jose M. Acevedo	Zacatecas, Zac.	1280	100

NICARAGUA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
YNPS	La Voz de Nicaragua	Managua	6760	1000
YNDS	La Voz de Nicaragua	Managua	6240	750

PANAMA

HOA	Radio Panamericana	Panama City	1000	400
HP5G	Radio Panamericana	Panama City	11780	600
HOK	La Voz de la Victor	Colon	640	250
HP5K	La Voz de la Victor	Colon	6005	250

PARAGUAY

ZP9	Radio La Capital	Asuncion	970	1500

PERU

OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4T	Radio Nacional del Peru	Lima	9652	12000
OAX6A	Radio Arequipa	Arequipa	6042	200
OAX1A	Radio Delcar	Chiclayo	6210	300
OAX1B	Radio Piura	Piura	5230	300
OAX4P	Radio Huancayo	Huancayo	5980	250
OAX7A	Radio Cuzco	Cuzco	6128	250

PUERTO RICO

WNEL	The Link of the Americas	San Juan	1320	5000

URUGUAY

CX14	Radio El Espectador	Montevideo	810	15000
CXA19	Radio El Espectador	Montevideo	11835	5000
CX18	Radio Libertad	Montevideo	890	5000
	El Espectador Network (La Cadena Uruguaya de Radiodifusión)			
CW1	Radio Popular	Colonia	570	3000
CW19	Difusora Rochense	Rocha	1340	50
CW23	Radio Cultural	Salto	820	500
CW33	Radio Florida	Florida	1200	75
CW35	Radio Paysandu	Paysandu	1240	750
CW43	Radio Lavalleja	Minas	1420	300
CW45	Difusora Treinta y tres	Treinta y tres	1390	250
CW46A	Zorrilla de San Martin	Tacuarembo	1400	1200
CW47A	Radio Welcome	San Jose	1510	100

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	10000
YV5RN	Radio Caracas	Caracas	4920	5000
YV1RK	Radio Popular	Maracaibo	1250	300
YV1RL	Radio Popular	Maracaibo	4810	300
YV2RB	La Voz del Tachira	San Cristobal	980	500
YV2RN	La Voz del Tachira	San Cristobal	4830	2000
YV4RA	La Voz de Carabobo	Valencia	1350	1000
YV4RO	La Voz de Carabobo	Valencia	6130	1000
YV1RW	Radio Coro	Coro	1370	200
YV1RY	Radio Coro	Coro	4770	300
YV6RE	Emisoras Unidas	Barcelona	1080	500
YV6RC	Emisoras Unidas	Barcelona	3450	1500
YV2RC	La Voz de la Sierra	Merida	3420	500
YV1RO	Radio Trujillo	Trujillo	3310	800
YV3RE	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN	Radio Barquisimeto	Barquisimeto	6120	2000

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro.	XEKJ	1400	0.25	
Agua Prieta, Son.	XERP	1190	50.	
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas
Aguascalientes	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C.	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche	XEA	1370	0.25	Luis A. Maruy
Cananea, Son.	XEFQ	980	0.5	Pedro L. Diaz
Cananea, Son.	XESY	1320	0.2	J. Tato Amante
Casas Grandes	XETX	1400	0.1	
Celaya, Guan.	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R.	XACD	3050	40.05	Cia. Mexicana de Aviacion
Chihuahua	XEFI	1440	1.	Ramiro G. Urganga
Chihuahua	XEBW	1280	0.6	Angel Mara T.
Chihuahua	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua	XEBU	1260	0.1	Feliciano Lopez
Chihuahua	XEJK	1340	0.1	
Ciudad Guzman, Jal.	XEGT	1270	.25	Xavier Velasco
Ciudad Guzman, Jal.	XELO	1490	0.1	
Ciudad Juarez	XEBA	800	150.	
Ciudad Juarez	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez	XEP	1300	0.5	Esteban Parra
Ciudad Juarez	XEWG	1460	1.	
Ciudad Juarez	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams.	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis Potosi		1340	0.1	
Ciudad Victoria	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos	XEFZ	1340	0.25	Pedro E. Rocher
Colima, Col.	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz	XECW	1340	0.25	Juan Sedas M.
	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Morelos	XEJC	1420	0.15	
Culiacan, Sin.	XESA	1360	0.25	Pablos Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Ignacio L. Said
Culiacan, Sin.	XEGF	1300	0.1	
Durango	XEE	1280	0.25	Alejandro Stevenson, Jr.
Durango	XEDU	1400		
Ensenada, B. C.	XEPF	1400	0.2	
Fresnillo, Zac.	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur.	XEMG	1310	0.25	
Gomez Palacio, Dur.	XEOB	1490	0.1	
Guadalajara, Jal.	XEJB	1010	5.	Govierno del Estado de J.
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vazquez T.
Guadalajara, Jal.	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal.	XEHL	1370	0.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal.	XEAV	580		Alfredo Vasquez
Guadalajara, Jal.	XEAD	1310	0.25	
Guadalajara, Jal.	XEXN	1400	0.25	
Guanajuata, Guan.		570	0.1	
Guaymas, Son.	XEDR	1490	0.1	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.	
	XEBR	11820 sw.	0.15	
Hermosillo, Son.	XEDL	1250	.5	
Hermosillo, Son.	XEHQ	590	0.3	Sr. C. Serna Martinez
Hermosillo, Son.	XEOP	960	0.5	
Hermosillo, Son.		1300	.25	
Hermosillo, Son.	XEQN	1540	5.	
Parral, Chih.	XEJS	1150	0.5	
Parral, Chih.	XEAT	1250	0.25	
Parral, Chih.	XEJR	1490	0.1	Anastasio Gomez Gallardo
Irapuato, Gt.	XEBO	1330	0.6	
Irapuato, Gt.	XEWE	1420	0.1	
Jalapa de Veracruz	XEBF	6090 sw.	0.1	Pedro Caronel Aburto
Jalapa de Veracruz	XEKL	550	0.1	
	XEJA	1400	0.25	
La Paz, Baja Calif.	XEPX	550	0.25	
Leon de Guanajuato	XEFM	1270	0.1	Sucs R. Ortiz Gonzalex
Leon de Guanajuato	XERZ	1030	0.25	
Linares	XETC	1410	.25	
Los Algodones, Baja Calif.		560	0.1	
Los Mochis, Sin.	XEOX	1280	0.25	Felipe G. de Leon
Magdalena de Sonora	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75	
Matamoros, Tam.	XEXP	1450	0.1	
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Los Mochis, Sin.	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin.	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	
Merida, Yuc.	XEMH	1400	0.1	
Mexicali, B. C.	XECL	990	5.	Alfonso Lacarra
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Soc.
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F.	XEUZ	6119 sw	0.1	Partido Nac. Revolucionario
Mexico City, D. F.	XEXA	6175 sw.	0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F.	XEBT	6000 sw.	0.5	El Buen Toro S. A.
Mexico City, D. F.	XEDP	940	50.	
Mexico City, D. F.	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.	XEST	1060	50.	
Mexico City, D. F.	XEQW	1030	1.	
Mexico City, D. F.	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.	XENK	620	5.	
Mexico City, D. F.	XEPH	590	5.	
Mexico City, D. F.	XESM	1470	5.-D	Salvador San Martin
Mexico City, D. F.	XEL		1.-N	
		1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.	XEBS			
		1410	0.75	Maria Remedios Delgado

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF	560	1.	Leros Avolos
Mexico City, D. F.	XEW	890	100.0	
	XEWW	9500 sw.	10.	
Mexico City, D. F.	XEQ	730	150.	Radio Panamericana
	XEQQ	9680 sw.	5.	
Mexico City, D. F.	XEB	1220	100.	
	XEET	6000 sw.	1.	
Mexico City, D. F.	XEBZ	660	0.5	
Mexico City, D. F.	XELA	830	1.	
Mexico City, D. F.	XEFO	1110	20.	
Mexico City, D. F.	XEN	690	5.	
Mexico City, D. F.	XEUN	860	5.	
Mexico City, D. F.	XEML	1550	1.	
Mexico City, D. F.	XERC	790	1.	
Mexico City, D. F.	XELZ	1440	1.	
Mexico City, D. F.	XERH	1500	0.5	
Mexico City, D. F.	XEJP	1150	6.	Antonio Verandez
Mexico City, D. F.	XEAI	1320		
Mexico City, D. F.	XEK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	.25	Hector Silva Canto
Monterrey, N. L.	XEG	1050	150.	
Monterrey, N. L.	XENT	1140	50.	Cia. Industrial Universal
Monterrey, N. L.	XET	990	5.	Pregonero del Norte
Monterrey, N. L.	XEH	1420	1.	
Monterrey, N. L.	XEFB	630	.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercia
Morelina, Michoacan	XEKW	6030 sw.	0.5	Jose Martinez Ramirez
Morelina. Michoacan	XEKF	6030 sw.	5.	El Nee di Nichosaan desde Morelia
Morelina, Michoacan	XELQ	1270	0.1	
Morelina, Michoacan	XEI	1400	0.25	Carlos Gutierrez
Morelina, Michoacan	XESF	600	0.25	
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.	XEFE	960	1.	Rafael T. Caranza
Nuevo Laredo, Tam.	XEDF	790	0.5	
Nuevo Laredo, Tam.	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.	XELF	1380	0.25	
Nuevo Laredo, Tam.	XELC	1410	0.25	
Nuevo Laredo, Tam.	XELJ	1260	.25	
	XELH	1460	.1	
Oaxaca	XEAX	1270	.15	Alvaro Rodriquez A.
Orizaba, Vera Cruz	XEOR	580	1.	
Orizaba, Vera Cruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Vera Cruz	XETQ	1370	0.25	Francis Campos H.
Piedras Negras, Coah.	XEMU	580	0.25	
Piedras Negras, Coah.	XEMJ	920	0.2	
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Puebla	XEHR	1090	0.25	Manuel R. Canale
Puebla de Puebla	XECC	6185 sw.	0.5	Ricardo Vazquez A.
Puebla de Puebla	XECD	1170	0.35	
Queretaro	XEJX	1450	0.25	
Queretaro		1300	0.1	
Reynosa, Tam.	XEAW	1570 sw.	100.	Cia. International Reynosa
		1010	50.	
	XEKN	1390	0.25	Carlos V. Rodriguez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Reynosa, Tam.	XEAZ	590	0.25-N 5.-D	
Rosarito, B. C.	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah.	XEBX	610	.25	Radiodifusora Internacion—Miguel B. Rodriquez
Saltillo, Coah.	XESJ	1250	1. -D 0.5-N	
Saltillo, Coah.	XEKS	1330	0.1	J. Antonio de la Pena
Saltillo, Coah.	XEDE	1400	0.25	Arrelio G. Zaragoza
Saltillo, Coah.	XEXU	1490 1450	1. 0.1	
San Luis Potosi	XECZ	1370	1.0	Ceferino Z. Jiminez
San Luis Potosi	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi	XEXQ	1400	0.1	
S. Luis Rio Colorado	XEY	1450	0.25	Lucinda Arenaxde de M. M.
Tampico	XEFW	810	50.	
Tampico	XETU	1460	1.0	
Tampico	XECA	980	1.	
Tampico	XES	1300	0.25	Difisora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	
Tapachula, Chiapas	XETA	1450	0.25	
Tepatitlan, Jal.	XETJ	1150	0.1	
Tepic, Nayarit	XEXT	980	1.	
Tepic, Nayarit	XERK	1450	0.15	Dario Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Taxiutlan, Puebla	XETZ	1360	0.25	
Tijuana, B. C.	XEAV	1470	5.0	Manuel Acuna Varela
Tijuana, B. C.	XEMO	860	5.0	Fern. Fes. Ferreira
Tijuana, B. C.	XEBG	1010 1550 sw.	1. 5.	
Tijuana, B. C.	XERS	1190	5.	Cia. R.A.D. de Piedras Negras
Tijuana, B. C.	XEAC	690	5.	Jorge Rivera
Tijuana, B. C.		1590 sw.	5.0	
Tijuana, B. C.	XEGM	950	1.- D 2.5-N	Rita Mayans y Gustavo Faist E.
Tijuana, B. C.	XEON	1420	2.	Cia Radio Mexicana
Tijuana, B. C.	XERT	1270	0.5-N 5. -D	
Tijuana, B. C.	XEC	1310	.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.	
Tlaxcala	XEXE	2410	0.1	Gobierno del Estado
Toluca de Mexico	XEXS	1340	0.1	Instituto Cientifico y Leiter
Toluca de Mexico	XECH	1490	0.25	Rodolfo Llamas
Torreon, Coah.	XETB	1350	0.5	Aurelio G. Zaragoza
Torreon, Coah.	XEOH	600	1.	
Torreon, Coah.	XEJZ	920	0.1	
Torreon, Coah.	XEBP	1260	0.25	Alejandor O. Stevenson, Jr.
Torreon, Coah.	XEBQ	1450	0.25	Maria Refugio A. De Valdiviesco
Torreon, Coah.	XEDN	600	1.	Higinio Gonzalez
Tuxpam, V. C.	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas	XEXJ	1280	0.1	Govt. of State of Chiapas
Tuxtla Gutierrez, Chiapas	XFBK	5340		
Urapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Vera Cruz	XEFT	9550 sw.	0.012	Jose Rodriguez Lopez
Vera Cruz	XEUW	6020 sw.	0.02	Fernando Taxos Sosa
Vera Cruz	XEHV	1310	1.	Radiodifusora Veracruzana
Vera Cruz	XEU	960	0.5	Fernando Pazos y Cia.
Vera Cruz	XETF	1250	0.5	Jose Rodriguez Lopez
Vera Cruz	XEXF	1490	0.1	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Villa Acuna, Coah.	XEAB	1600 sw.	5.	
Villa Acuna, Coah.	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.	XEAQ	1430	0.1	
Villahermosa de Tabasco	XAGB	5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco	XERE	9515	0.1	Juan T. Trujillo
Zacatecas de Zac.	XELK	1280	0.1	Jose Macias Gerrero
Zamora, Mich.	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	Juan T. Trujillo

Radio Programas de Mexico, S. A.

Head Office: Ayuntamiento 52

General Offices: J. M. Marroqui 11

P. O. Box 1324, Mexico City, Mexico

Phones: Head Office: L-13-73, 12-72-34
General Office—J-29-01, 12-65-44

—*PERSONNEL*—

President.....Emilio Azcarraga

Vice-President and General Manager.....Clemente Serna Martinez

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Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

AFFILIATED STATIONS IN MEXICO

XEW-Network

Call Letters	City	Call Letters	City
XEKJ	Acapulco, Gro.	XEI	Morelia, Mich.
XEBI	Aguascalientes, Ags.	XEFB	Monterrey, N. L.
XEA	Campeche, Camp.	XEGL	Navojoa, Son.
XEFQ	Cananea, Son.	XEHF	Nogales, Son.
XENC	Celaya, Gto.	XEFE	Nuevo Laredo, Tamps.
XEBA	Ciudad Guzman, Jal.	XEAX	Oaxaca, Oax.
XEP	Ciudad Juarez, Chic.	XETQ	Orizaba, Ver.

Call Letters	City
XETR	Ciudad Valles, S. L. P.
XEBJ	Ciudad Victoria, Tamps.
XERL	Colima, Col.
XESA	Culiacan, Sin.
XEFI	Chihuahua, Chih.
XEE	Durango, Dgo.
XEHL	Guadalajara, Jal.
XEBH	Hermosillo, Son.
XEBO	Irapuato, Gto.
XEKL	Jalapa, Ver.
XERZ	Leon, Gto.
XECF	Los Mochis, Sin.
XEAM	Matamoros, Tamps.
XERJ	Mazatlan, Sin.
XEME	Merida, Yuc.
XECL	Mexicali, B. C.
XEDW	Minatitlan, Ver.
XEJR	Parral, Chih.
XEMU	Piedras Negras, Coah.
XEHR	Puebla, Pue.
XEJX	Queretaro, Qro.
XERT	Reynosa, Tamps.
XEBX	Sabinas, Coah.
XEDE	Saltillo, Coah.
XECZ	San Luis Potosi, S. L. P.
XETU	Tampico, Tamps.
XERK	Tepic, Nay.
XEC	Tijuana, B. C.
XEBP	Torreon, Coah.
XETL	Tuxpan, Ver.
XEUF	Urugpan, Mich.
XEU	Veracruz, Ver.
XELK	Zacatecas, Zac.
XEGC	Zamora, Mich.

XEQ-Network

Call Letters	City
XERO	Aguascalientes, Ags.
XEOX	Ciudad Obregon, Son.
XEAG	Cordoba, Ver.
XEY	Cuernavaca, Mor.
XEBL	Culiacan, Sin.
XEBU	Chihuahua, Chih.
XEPF	Ensenada, B. C.
XEMA	Fresnillo, Zac.
XELW	Guadalajara, Jal.
XEJT	Guanajuato, Gto.
XEHQ	Hermosillo, Son.
XEWE	Irapuato, Gto.
XEDN	Torreon, Coah.
XEJA	Jalapa, Ver.
XEFM	Leon, Gto.
XER	Linares, N. L.
XEDS	Mazatlan, Sin.
XEFC	Merida, Yuc.
XELQ	Morelia, Mich.
XEMR	Monterrey, N. L.
XEMJ	Piedras Negras, Coah.
XESJ	Saltillo, Coah.
XEBM	San Luis Potosi, S. L. P.
XETS	Tapachula, Chis.
XEXT	Tepic, Nay.
XEHV	Veracruz, Ver.
XEDH	Villa Acuna, Coah.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

Call Letters	City
YSR	San Salvador, El Sal.
HRN	Tegucigalpa, Hond.
YNOW	Managua, Nicaragua
TIGPH	San Jose, Costa Rica
HOC	Panama, Panama
HOK	Colon, Panama
YV5RA	Caracas, Venezuela
YV5RG	Caracas, Venezuela
YV1RF	Maracaibo, Venezuela
YV1RK	Maracaibo, Venezuela
HCQR	Quito, Ecuador
HC2AJ	Guayaquil, Ecuador
OAX4F	Lima, Peru
HJCH	Bogota, Colombia
HJCS	Bogota, Colombia
HJDA	Medellin, Colombia
HJDQ	Medellin, Colombia
HJAH	Barranquilla, Col.
HJAN	Barranquilla, Col.
HJEB	Cali, Colombia
HJER	Cali, Colombia
CX14	Montevideo, Uruguay
CX18	Montevideo, Uruguay
HIN	Trujillo, Rep. Dominicana

STATIONS OF CENTRAL AND SOUTH AMERICA

ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bahia Blanca	LU2	900	5.0	Camilio V. Bertorini
Bahia Blanca	LU3	1150	10.0	
Bahia Blanca	LU7	1240	2.5	Filomena Z de Cennari
Buenos Aires (Banfield)	LS2	1190	15.0	Teodors Prieto
Buenos Aires (Ciudadela)	LS4	670	12.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correos, Telegrafos
	LRA-1	9690 sw.		
	LRA-5	17720 sw.		
Buenos Aires (Florida)	LR2	910	6.0	Alfred Schroeder
Buenos Aires (Florida)	LS10	590	6.0	Victor J. Ruano
Buenos Aires (Florida)	LR9	1030	5.0	Gregorio Echavarria
Buenos Aires (Hurlingham)	LR6	870	25.0	S. A. La Nacion
Buenos Aires (Hurlingham)	LRY sw.	9640	5.0	
	LR3	950	90.0	Jaime Yankelevich
	LRY1 sw.			
Buenos Aires (Monte Grande)	LS1	710	50.0	Municipalidad de la Capital
Buenos Aires (Monte Grande)	LR5	830	25.0	Alfred B. Dougall
Buenos Aires (Rivadavia)	LR4	990	50.0	Antonio C. Devoto
	LRS			
	LRS1			
Buenos Aires (Rivadavia)	LS5	1110	5.0	Enrique Caride
Buenos Aires (Vicente Lopez)	LS9	1270	6.0	S. A. La Voz Del Aire
Buenos Aires (San Fernando)	LR1	1070	50.0	Empresa Editorial
	LRU*	15290 sw.	7.0	Haynes Ltda., S. A.
	LRX	9660 sw.	7.0	
Catamarca	LW7	730	1.5	Hector Tavella, Rivadavia 751
Catamarca	LV15	1360	0.5	
Chubut	LU4	640	1.5	Cia Broadcasting de la Patagonia
Cordoba	LV3	620	15.0	Alberto P. Brouard (Station suppressed by Argentine Gov't.)
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LV8	1330	1.0	
Cordoba	LW1	790	15.0	
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes
Jujuy	LW8	1130	1.5	
San Luis	LV13	1250	1.0	
La Plata	LR11	1390	0.5	Universidad Nacional de la Plata
			1.5	
La Plata	LS11	1310	30.0	Gobierno Prov. B.A. Pasaje Dardo Roche

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mar del Plata	LU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)	LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)	LV4	690	1.0	Julio Silva
Mendoza	LV6	630	10.0	
Mendoza	LW2			
Necochea	LU9	1440	0.5	
Neuquen	LU5	1130	1.5	
Neuquen	LU11	1370	0.5	
Parana	LT11	1470	0.5	
Posadas	LT4	1010	1.5	
Posadas (Misiones)	LT6	1460	0.5	
Resistencia (Chaco)	LT5	1080	1.5	Jose M. Noveri
Santa Cruz	LU12	680	1.5	Cia. Broadcasting de la Patagonia
Rosario	LT2	1230	15.0	
Rosario (Santa Fe)	LT1	780	10.0	Fernando Maliandi
Rosario (Santa Fe)	LT3	1160	5.1	Soc. Rural Cerealistas
Rosario (Santa Fe)	LT8	840	3.0	Alfredo B. Dougall
Salta	LV9	970	1.0	Govierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa Fe	LT10	1320	0.5	
Santa Fe	LT9	1200	1.0	Roca Hermanos y Cia.
Santa Fe	LT12	1260	1.0	
Santa Rosa (Pampa Central)	LU8	1250	0.5	
Santiago	LV11	1170	2.0	S. A. El Liberal
Tucuman	LV12	580	5.0	Soc. Reps. Lda. Radio Aconquija
Tucuman	LV7			
La Rioja	LV14	820	2.5	Gonzalez Acha y Munoz
Buenos Aires	LS6	1350	6.0	Ricardo A. Bernotti

BOLIVIA

Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570 sw.		
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	6160 sw.	0.25	
La Paz	CP3	1390	5.00	Costas Hermanos
	CP38	9480 sw.	5.00	
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.05	Sejas and Co.
La Paz	CP10	1090	0.05	C. Munoz
La Paz	CP12	6150 sw.	0.25	Owned and operated by Catholic priests.
(Colegio San Calixto)	CP29	1350	0.1	
La Paz	CP16	1230	0.02	
Oruro (Colegio San Calixto)	CP18		0.25	
Oruro	CP14	1250	0.05	Javier Romero (Sociedad Anonima-Radio La Noche)
Oruro	CP26	1510	0.05	
Oruro	CP31	975	0.05	
Oruro	CP46	770	0.05	
La Paz	CP19	950	.05	Augustin Aspiazu
La Paz	CP20	930	1.0	Romon Pelaez
	CP15 sw.	6120 sw.	.25	
La Paz	CP32	620	.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	680	.15	Buillermo Teran
	CP25	9700 sw.	.25	
Oruro	CP36	1420	.05	Enrique Wanting
Oruro	CP11	6100 sw.	.25	
Oruro	CP37	6170 sw.	.25	
Potosi	CP22	6130 sw.	.25	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	1325	100.	Jose Comacho B.
Sucre	CP1	9500	800.	
Tarija	CP23	6190 sw.	175	

BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PRI8	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PRI3	880	25.	Luis Bessa
Blumenau (Santa Catarina)	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu (Sao Paulo)	PRF8	1530	0.1	Emilio Pedute
Cambara (Parana)	ZYA3	1590	0.1	
Campinas (Sao Paulo)	PRC9	1170	1.	Antonio Tepedino Pagino
Campos (Rio de Janeiro)	PRF7	1330	0.5	Dr. Marro Ferraz Sampaio
Campo Grande (Mato Grosso)	PRI7	1510	0.1	Dr. Antonio A. Campos
Caxambu (Minas Gerais)	ZYC2	1550	0.1	
Corumba (Mato Grosso)	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro (Sao Paulo)	PRG6	640	0.5	Romoaldo Canevari
Curityba (Parana)	PRB2	1440	5.	Epaminondas Santos
Curityba (Parana)				
Formiga (Minas Gerais)	ZYB6	1530	0.1	
Fortaleza (Ceara)	PRE9	1320	2.	Waldemar Cartolano
		6105 sw.		
		15165 sw.		
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PRI4	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catrina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nictheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Pianu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande	PRJ2	1250	.5	Manoel Machuca
de Sul)	PRH2	600	25.	Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegras)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRI2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto (Sao Paulo)	PRH7	1170		Lonzado Bueno
Rio Claro (Sao Paulo)	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro Distrito Fed.	PRA2	800	25.	Ministerio Educacao Saude
	PRA3	860	10.	Dr. Rolpho Estevan de Siqueira
Rio de Janeiro Distrito Fed.	PRA9	1220	25.	Edmar Machado
Rio de Janeiro Distrito Fed.	PRB7	900	5.	Alceu Mario de Sa Freire
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro Distrito Fed.	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro Distrito Fed.	PRD2	1060	10.	Mario Villaca Meyer
Rio de Janeiro Distrito Fed.	PRD5	1400	1.	Francisco Gomes-Maciel Pinheiro
Rio de Janeiro Distrito Fed.	PRE2	1430	5.	Dr. Placido de Melo
Rio de Janeiro Distrito Fed.	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro Distrito Fed.	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro Distrito Fed.	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro Distrito Fed.	PRF5	9500 sw.	12.	Dr. J. V. Pareto Neto
		9600 sw.		
		10220 sw.		
		15190 sw.		
Rio de Janeiro Distrito Fed.	PRG3	1280	10.	Dr. Teofilo de Barros
Rio de Janeiro Distrito Fed.	PRL9	9505		Brazilian Govt.
	PRL8	11720		
	PRL7	17850		
Rio de Janeiro Distrito Fed.	PRH8	1130	0.5	Francisco Xavier Filho
		949		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Grande (Rio Grande de Sul)	ZYC3	1510	0.1	
Rio Breto (Sao Paulo)	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo)	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo)	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
San Luiz (Maranhao)	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo)	PRI6	1510	0.1	Vitorino Ribeirro
Sao Paulo (Sao Paulo)	PRB9	1000	25.	Dr. Paulo Machado de Carvalho
Sao Paulo (Sao Paulo)	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo (Sao Paulo)	PRF3	960	5.	Dr. Ubiratan Silveira Pamplona
Sao Paulo (Sao Paulo)	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo (Sao Paulo)	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo (Sao Paulo)	PRH3	620	5.	Pedro de Camargo
Sao Paulo (Sao Paulo)	PRH9	840	5.	Jose Niccolini
Sao Paulo (Sao Paulo)	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo (Sao Paulo)	PRA6	890	10.	Dr. Oswaldo Costa, Director
Sao Paulo (Sao Paulo)	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo (Sao Paulo)	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo (Sao Paulo)	ZYB7	6095 sw. 11765 sw.	25.	
Sao Sebastiao Paraiso (Minas G.)	ZYA4	1510	0.1	
Soracaba (Sao Paulo)	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate (Sao Paulo)	ZYA8	1590	0.1	
Uberaba (Minas G.)	PRE5	1390	0.5	Quintiliano Jardin
Ulberlandia (Minas G.)	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.)	ZYB2	1590 sw.	0.1	
Vitoria (Epirito Santo)	PRI9	1350	0.1	Dr. Ciro Vieira da Cunha

BRITISH GUIANA

Georgetown	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.

BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government

CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1380	0.15	Adriana Pagueguy de Logos
Chillan	CC127	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Communicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Puerto Montt	CD101	1010	1.	Chilena de Communicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Punta Arenas	CD103	1030	0.1	Ramon Verde Ramos
((CD103 cancelled—moved without authorization and reported ship movements)				
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	CD113	1130	1.	Chilena de Communicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ldta.
Santiago de Chile	CB66	620	1.	International Machinery Co.
Santiago de Chile	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile	CB76	760	14.	Cia. Chilena de Communicaciones S. A.
Santiago de Chile	CB82	820	1.	
Santiago de Chile	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile	CB101	1010	1.	Chilena de Communicaciones
Santiago de Chile	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile	CB114	1140	50.	Corp. Chilena de Radio
Santiago de Chile	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile	CB144	1440	2.	Clark Hnos.
Santiago de Chile	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile	CB150	1500	1.	
Santiago de Chile	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD64	640	1.0	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB78	780	6.0	Soc. Coop. Vita.
	CE970	9700 sw.	10.0	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Communicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas

COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFH	4875 sw.	.6	Botero Y Cia. (Braulio Botero Londono)
	HJFM	1210	0.6	
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905 sw.	.45	Emisora Atlantic S. A., Angel M. Ruiz, owner
	HJAH	1050	.4	
Barranquilla	HJAI	1370	0.25	Julian Melendez
Barranquilla	HJAK	1310	0.35	Vassallo Hinos y Mendez (Clemente Vassalio Gomez, owner)
Barranquilla	HJAB	4785	1.	Eliecer Velasco
	HJAN	1190 sw.	1.	
Barranquilla	HJAS	1500	0.4	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina v. de Haayen
Bogota	HJCB	1105	.8	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
	HJCD	6160	8.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
	HJCE	1220	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	Julio Bernal
Bogota	HJCI	4895 sw.	0.75	Manuel J. Gaitan
	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	Manuel J. Gaitan
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	0.5	Roberto Laignelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economio Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
	HJCA	4855 sw.	1.	
	HJCY	1460	.35	
Bogota	HJCX	6018 sw.	0.75	Cipriano Rios Hoyos
	HJCZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
	HJGK	1280	0.25	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrio
Buga	HJEI	1410	0.1	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente —Hernando Azcarate M., owner

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.3	Rafael Angulo
Cali	HJEE	1090	0.2	Jose T. Calderon N.
Cali	HJEF	1340	0.5	Hernando Bueno Delgado,
	HJEL	1260	0.5	owner
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HJAE	4965 sw.	.48	Laboratories Fuentes,
	HJAF	1240	0.252	Rafael Fuentes, owner
Cartagena	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago	HJEO	1230	0.5	Saniel Dozman
Ciencga	HJBE	1460	.25	Elvira de Pereira
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot	HJCL	1460	0.25	Carlos J. Sanchez G.
Girardot	HJCV	1420	0.1	Maria Teresa Ramirez R.
Ibague	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.1	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano (Tolima)	HJFO	1520	.05	Hector Enrique Giraldo
Magangue	HJAC	1420	0.1	Manuel Agustin Varela
Manizales	HJFB	6105 sw.	1.00	Cia. Radio Manizales
	HJFD	1390	0.75	Alberto Hoyos A., Dir.
Manizales	HJFX	600	1.	Antonio Pinzon H.
Medellin	HJDA	1285	0.42	Humberto Restrepo A.
Medellin	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145 sw.	5.	Cia. Colombia de Radiodiffu-
	HJDK	1250	.5	sion—Luis Ramos, owner
Medellin	HJDL	1480	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin	HJDM	1520	0.5	Prospero Aguirre
Medellin	HJDQ	1320	0.75	Cia. Antiquena de Radiodifu-
	HJDP	4885 sw.	.6	sion (Fernando Restrepo Al-
Medellin	HJDR	1380	0.3	varez, owner) Ramirez & Cia. Ltda.
Medellin	HJDT	1150	0.25	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin	HJDZ	1490	0.25	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Medellin	HJCB		0.5	Hernando Tellez B.
Monteria	HJAL	1465	0.5	Julio Cesar Patino
Neiva	HJFN	1420	0.1	Helidora Tamayo
	HJFP	1520	.1	Teodulo Camacho, G.
Ocana	HJBF	1525	0.1	Luis Linero
Palmira	HJEJ	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Regulo Benitez
Pamplona	HJBA	1400	0.1	Gonzalo Vargas
Pasto	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
Pasto	HJHB	1170	0.5	Bernardo Bueno Delgado
Pereira	HJFA	6054 sw.	.75	Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	.025	Escuela Rafael Tello
Sevilla	HJET	1510	0.25	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
San Jose	TIPG	625	5.0	Perry Girton
		9615 sw.	2.5	
San Jose	TIGH	690	2.	Jose Maria Pinaud
San Jose	TIVP	750	0.5	Narciso Garcia
San Jose	TILJ	775	0.5	Lola Monje M. de Jimene
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
		830	3.	
		1225	3.	
San Jose	TIRS	920	.4	Rogelio Sotela B.
San Jose	TIOS	940	0.5	Rafael Sotela
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Arie
San Jose	TISMG	1045	0.5	Guilermo Zniga
San Jose	TINBC	1070	2.0	Perry Girton
San Jose	TIHZ	1150	1.	Heli Zuniga
San Jose	TIRRC	1200	0.5	Carlos Borge
		6180 sw.	0.3	
San Jose	TIBAS	650	2.5	Gonzalo Pinto H. (same as for TIGPH)
San Jose	TILS	880	5.	Luis Saenz Mata
		6165 tw.	2.	
San Jose	TIMACHO	1100	.5	Maximo Chaves Arias

CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Circuito CMQ
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Camaguey	CMJA	1060	0.25	Rafael Valdes
Camaguey	CMJE	1230	0.25	Primo A. Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz Perez
Camaguey	CMJW	1400	0.25	Andres M. Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Cardenas	CMGE	1470	0.25	Geraro Sabater
Cerro	CMCB	1330	0.25	Metropolitan Radio de Cuba S. A.
Cienfuegos	CMHM	1450	0.25	Jose Ramon Remenias, Jr.
Cienfuegos	CMHJ	1350	0.25	Romauldo Ugalde Cordero
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1440	0.25	G. Gessa Lopez
Ciego de Avila	CMJM	1270	1.	
Ciego de Avila	CMJO	1470	0.25	Benifacio Ildefenso
Cruces, L. V.	CMHK	1380	0.25	Virgilio Villanueva
Guanabacoa	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa	CMCF	910	3.5	Radio Internacional
Guantanemo, Orte	CMKS	900	0.25	Candido Savon Suarez & Martinoll
Guantanamo	CMKH	1130	0.25	Virgilio Arciero Maffei
Havana	CMCJ**	1580	0.25	Rafael Rodriguez
Havana	CMCR**	1580	0.25	Juan Gonzalez y Seneriz
Havana	CMCA**	1490	0.25	Augusto Testar y J. M. Gonzalez
Havana	CMCG**	1460	0.25	Dr. Miguel Angel Campos
Havana	CMCQ	1420	.25	Andres Martinez
Havana	CMBX**	1390	0.25	Vicente Espinosa
Havana	CMOA**	1360	0.25	Juan Fernandez Duran
Havana	CMC**	1360	0.25	Rafael Valdes
Havana	CMBG**	1390	.25	John L. Stowers
Havana	CMCX-CMCH	1290	.25	Jose Custodio Milagro Rumbaut y Lenza
Havana	CMCW	1230	.25	Jose Vilarino
Havana	COK	11616	1.0	Cuban Natl. Sports Department
Havana	CMCU	1190	.25	Jorge Garcia Serra
Havana	CMZI	7190	0.5	Govt. of Cuba—Ministry of Natl. Defense
Havana	CMBQ	1150	5.	Jose Castro Veiga
Havana	CMBY	1110	.25	Pages y Cia.
Havana	CMCM	1060	.25	Cia. Transradio Columbia
	COCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Circuito CMQ
Havana	CMCY	590	15.	RHC Cadena Azul S. A.
	COCY	11740 sw.		
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
	COCW	6325	0.1	
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	970	1.0	Circuito CMQ
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZ1	7190	.3	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800 sw.		
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvitas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Piner del Rio	CMAB	1450	.25	Francisco Martinez
Piner del Rio	CMAQ	810	1.0	Circuito CMQ
Piner del Rio	CMAN	1300	1.0	RHC
Placetas, L. V.	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdome
Puerto Padre	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros	CMCK	980	5.0	Luis y Ernesto
	COCO	8700	2.0	Casas Rodriquez
	COCK			
Rancho Boyeros	CMBC	790	1.0	Domingo Fernandez Cruz
	COBC	9363 sw.	1.0	
Regla	CMCD	630	5.0	La Voz del Aire S. A.
	COCD	6130	1.0	
Sagua La Grande	CMHA	1280	.25	Obelardo Menocal
Sancti Spiritus	CMHB	1310	.25	V. E. Weiss y O. Ramirez Isla
Santa Clara	CMHI	570	15.-D	RHC
	COHI	6455	1.0	
Santa Clara	CMHQ	800	10.0	Circuito CMQ
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba	CMKN	930	1.	RHC
Santiago de Cuba	CMKU	640	1.0	Circuito CMQ
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Soulary Exchevarria
Santiago de Cuba	CMKC	1250	.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR**	1390	.25	Jaime Nadal
Santiago de Cuba	CMKD	1290	1.	Otto Juan Vinas Gimeno
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciedo Quintero
Trinidad	CMHT	990	.25	F. E. Soto del Valle
Vedado	CMOX**	1490	.25	Perez y Chisholm
Vedado	CMCO	1230	.25	Enrique Lasanta Oliver
Vedado	CMBD**	1460	.25	Luis Perez Garcia
Vedado	CMBS	1090	.25	Enrique Artalejo Fernandez
Victoria de las Tunas,	CMKG	1050	.25	Emilio Gran Medina
Oriente	COKG	7058	1.2	

** Share time.

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
	HIIZ	6316 sw.	0.1	Frank Hatton
Ciudad Trujillo	HIJ	1190	.075	
Ciudad Trujillo	HI4M	1150	.02	Jorge L. Rodriguez
Ciudad Trujillo	HI7P	1300	.25	J. M. Roques Roman
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	0.07	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960 sw.	0.25	
	HI1X	6340 sw.	0.25	
Ciudad Trujillo	HIG	900	0.05	A. Cordero Puello
		6280 sw.	0.04	
Ciudad Trujillo	HI1G	6120 sw.	0.25	A. Cordero Puello
	HI2G	9140 sw.	0.25	
Ciudad Trujillo	HIL	6175 sw.	.08	J. C. Pellicer

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIT	6630 sw.	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HI8Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo	HI6H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo	HI8T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo	HI2D*	6026 sw.	.15	Accion Catolica Dominicana
		6900 sw.		
		†4500 sw.		

† It is reported that this station is being operated by the Govt. on 4500 kc. as a communications station.

Ciudad Trujillo	HI7P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo	HI6Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo	HI8T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega	HI2T	6480	.20	Jose Arismendy Trujillo
Santiago	HI1A	6190 sw	.25	Rafael Western
Santiago	HI3U	6015 sw.	.1	Fernando Bertran
Santiago	HI9B	6383 sw.	.25	Jacinto L. Sanchez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris	HIH	1420	.15	Domingo Diminguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

ECUADOR

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw.	.0025	Alfonso Silmot
		8400 sw.		
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Cia. Radiodifusora del Ecuador
Guayaquil	HC2JSB	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.2	Jose Santiago Castillo
	HC2GI	1165	0.1	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.008	Clarence W. Jones
Quito	HCJB	974	.7	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7285 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Quito	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1330	0.3	Carlos Mantilla O.
Quito	HCQRX	5970 sw.	0.3	Carlos Mantilla O.
Quito	HCBT	1304	0.25	Cesar Mantilla
	HCBS	9350 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HCIGP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincente Ordonez Pellares, Enrique Arrengui R.
	HC1AB			
Quito	HC2ROZ			
Quito	HC1BF	7265	.3	Adriano Jaramillo
	HC1BD	1111	.2	
Riobamba	PRADO	6618 sw.	0.5	

EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	990	2.5	
San Salvador	YSS	640	0.5	Direccion General de Comunicaciones, Govt. of El Salvador
	HUB	4795 sw.	0.3	
	YSD	7894	0.5	
	YSM	11710	0.4	
San Salvador	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-A*	760		
	YSP-B	10400 sw.		
San Salvador	YSO	6150 sw.		

* Reported off the air by FBIS.

GUATEMALA

Guatemala City	TG1	1310	0.3	Govt.
	TG2	6220 sw.	1.	Department of Communications
	TG3	2320	.015	
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	15170 sw.	10.	
	TGWB	6480 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGX	1415	.05	Miguel Angel Mexicano Novales
Quezaltenange	TGQ	1450	1.	Govt.
	TGQA	6400 sw.	0.2	

HAITI

Port-au-Prince	HHWB	9550		
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	10135 sw.	0.5	Ricardo C. Widmaier, Jr.
	HHW	1230	0.25	
	HH2W*	6135 sw.	.03	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	6167 sw.	0.1	Frank C. Magliore

* Reported off the air by FBIS.

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	6875 sw.	.2	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNDS	6610 sw.*	1.	
Managua	YNPS	8590 sw.*	0.8	
Managua	YNOW	1230*		
Boaco	YNBO	6760 sw.	1.0	La Voz de Nicaragua (Govt.)
Managua	YNCQ	6850 sw.*	0.8	Mendoza y Hermanos

* Reported off the air by FBIS.

PANAMA

Colon	HP5K	6005 sw	0.2	Jose Jaen y Jaen
	HOK	640	0.25	
Panama	HP5G	11780 sw.	.6	Radio Panamericana
	HOA	1000	.4	
Panama	HOC	1440	.025	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama	HP5J	9600 sw.	0.2	Servicio Publica de Radio,
	HP6J	1358 sw.	0.1	Manuel Doce

PARAGUAY

Asuncion	ZPA1	6010	2.5	Official Govt. Station
Asuncion	ZP1	970	0.1	Atilio C. Bajac
Asuncion	ZP4	730	0.1	Iseru and Scarello
	ZP8	11850 sw.*	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	1.2	A. C. Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.1	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3 sw.			

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA2	11721 sw.*	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.*	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.*	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

* Reported off the air by FBIS.

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	0.25	J. Antonio Umbert F.
	OAX6E	6055 sw.	0.3	
	OAX6D	9500 sw.	0.25	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.3	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.2	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	6200 sw.	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1460	0.2	Luis de los Heros y de los Rios
	OAX5C	9590 sw.	0.2	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1030	5.	
	OAX4V sw.	6010	2.	
	OAX4W sw.	9510	0.5	
Trujillo	OAX2A	6000.57 sw.	0.25	Rafael Larco Hoyle
	OAX2B	1400	0.25	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.

URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	11840	3.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.075	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	2.5	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguayan Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11705	4.0	Difusoras El Espectador Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Rabassa
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW43B	1480	0.75	Walfrido Figuiera Moran
Rivera	CW49	1340	0.06	Jorge Dowton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro Iragaray, y Florencio Donato Montero
Soriano-Mercedes	CW46B	1460	0.05	Roberto Tarucell
Tacuarembo	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

VENEZUELA

Acarigua	YV3RF	3490	sw.	.104	Pausides Sigala
Barcelona	YV6RC	3450	sw.	1.5	L. J. Arreaza
	YV6RE	1080		.25	
Barquisimeto	YV3RE	1475		.775	Amilcar Segura
	YV3RN	4990	sw.	.300	
Barquisimeto	YV3RS	3490		.65	Rafael A. Segura
Caracas	YV5RN	4920	sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960		10.0	Almacen Americano
Caracas	YV5RB	790		4.72	Dogowitzle Sidlitz
	YV5RM	6150		2.3	H. Deewitz, Dir.
Caracas	YV5RH	720		1.0	Pbro. J. M. Pallin
	YV5RX	3430	sw.	.75	(Catholic Church)
Caracas	YV5RG	1010		.96	Compania Anonina
	YV5RU	4860	sw.	5.0	C. E. Riskel, Dir.
Caracas	YV5RI	590		1.138	Oscar Vincentelli, Director
	YV5RY	3380	sw.	1.96	
Caracas	YV5RL	1160		1.0	Ponce & Benzo Scs.
	YV5RW	3400	sw.	1.15	
Caracas	YV5RQ	882		1.182	Cia. Anonima
	YV5RS	3360	sw.	2.1	H. Deewitz, Dir.
Caracas	YVKA	630		.88	National Govt.
	YVKO	4950	sw.	5.	National Govt.
	YVKB	6172	sw.	2.2	National Govt.
	YVKC	9640	sw.	2.2	National Govt.
	YVOR	11725	sw.	2.2	National Govt.
	YVPX	15315	sw.	2.2	National Govt.
Ciudad Bolivar	YV6RA	1400		.68	E. Torres Valencia Sucs.
	YV6RU	4790	sw.	.96	E. Torres Valencia Sucs.
Coro	YV1RT	3300	sw.	.175	J. Romero
Coro	YV1RY	4770	sw.	.30	Roger Leyba
	YV1RW	1370		.193	Roger Leyba
Cumana	YV7RA	1200			L. J. Arreaza
	YV7RB	3470	sw.		L. J. Arreaza
La Guaira	YV5RZ	1050		.75	Carlos L. Perez
	YV5RV	4760	sw.	1.05	Carlos L. Perez
Maracaibo	YV1RA	1300		.09	Luis Garcia N.
	YV1RV	4750	sw.	.30	
Maracaibo	YV1RC	1400		.52	Pedro Bermudez
	YV1RT	3370	sw.	.455	
Maracaibo	YV1RD	1150		.2	L. G. Govea
	YV1RU	3440	sw.	1.0	L. G. Govea
Maracaibo	YV1RF	1120		.55	N. Vale Quintero
	YV1RX	4800	sw.	2.0	
Maracaibo	YV1RL	4810	sw.	.300	J. A. Higuera
	YV1RK	1250		.437	J. A. Higuera
Maracay	YV4RK	3390	sw.	.465	Atilio Ormezzano
	YV4RL	1430		.193	
Maracay	YV4RX	3310	sw.	.1	Luis Croquer
	YV4RD	1150		.1	
Merida	YV2RC	3420	sw.	.60	A. M. Quintero
Pt. Cabello	YV4RR	1490		.520	Rafael A. Segura
	YV4RQ	3480	sw.	.885	
San Cristobal	YV2RN	4820	sw.	2.0	J. Diaz Gonzalez
Trujillo	YV2RB	980		.325	
	YV1RO	3310	sw.	2.0	Pedro J. Torres
Valera	YV1RZ	4840	sw.	.30	Jorge L. Ferbes, owner; Pedro Flores I., Dir.
Valencia	YV4RO	4780	sw.	.30	H. & G. Degwitz
	YV4RA	1350		.83	
Valencia	YV4RE	3460	sw.	1.0	Miguel Ache
	YV4RP	1400		1.138	

For the BEST IN NEWS

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BASED ON NEWS

AP!

WHEN CAN TELEVISION TURN A PROFIT?

Facts, figures and "television know-how" are needed when considering this important question. Du Mont is qualified to help you find the answer. Du Mont has marched in the forefront of radio and electronic progress for the past 15 years. Du Mont has contributed importantly to television broadcasting and receiving equipment design Du Mont has built more tele-stations than any other company. Du Mont has operated Station WABD and commercially programmed its time since 1942.

From this deep reservoir of television experience, Du Mont has drawn a pattern which you can use to plan your television future. This pattern is presented in detail in our new booklet, "The Economics of Du Mont Television." This booklet sharpens but one axe—the tested superiority of Du Mont station equipment. This is another Du Mont contribution to the development of a great new medium. Please request it on your firm letterhead.

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DUMONT *Precision Electronics and Television*

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TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

RADIO DAILY

PRESENTS

THE 1946 YEAR BOOK OF TELEVISION

Edited by

JACK ALICOATE

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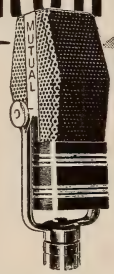
LEADERSHIP REQUIRES VISION



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★ FREQUENCY MODULATION ★ ALL-FM BUILDING

First on the Pacific Coast with

★ NETWORK RADIO BROADCASTING

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NOW — Don Lee has acquired a television site of the height considered most advantageous for both Television and Frequency Modulation Broadcasting. Don Lee's purchase of a site on the top of Mount Wilson, home of the world-famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Television and Frequency Modulation Broadcasting. No finer location could be obtained in all Southern California.

DON LEE *Broadcasting System*

TELEVISION

Radio Daily presents the first edition of the Year Book of Television . . . a mellowed reflection of the past, a colorful show window of today and a happy preview of things to come.

☆

We believe that Television will soon break through the dam of reconversion difficulties. . . . Its place in the sun, alongside of the stage, screen and radio is already assured.

☆

In the meantime it is hoped that the pages that follow will be of help to the explorer in the field of video . . . To those who have helped we are indeed deeply appreciative.

JACK ALICOATE
Editor

Setting the Stage for

TELEVISION LEADERSHIP!

SINCE 1928, Philco's pioneer contributions have played a leading part in the progress of television.

In *television reception*, perhaps the most important factor will be the quality of the picture. And Philco scientists and engineers . . . more than any other research group . . . have been responsible for constant improvement in the clarity, sharpness and detail of the television picture which have become the accepted standards of the industry.

In *television transmission* . . . Philco engineers designed and constructed the world's first multiple-relay television system to link two major cities . . . Washington and Philadelphia. Rapid development of nationwide networks can follow the pattern of this Philco relay system . . . thus bringing television entertainment to *national* audiences!

Look to Philco for continued pioneering . . . for leadership . . . in television.

PHILCO

Famous for Quality the World Over

Television To-Day —and Tomorrow

By FRANK BURKE, Editor, RADIO DAILY

TELEVISION—lusty infant of the electronic age—which suffered growing pains during 1945 now stands on the threshold of a boom era.

Despite the production setbacks and delays incident to channel allocations, television progressed during 1945 with leaders laying the foundation for network development, standardizing equipment, and educating the public on the potentialities of the new visual art.

Among the important developments of the past year was the FCC's action in allocating television channels in 140 major markets throughout the country, the completion of a coaxial cable network linking Washington and New York and the experimental networks using microwave relays and booster stations.

•

Applications received by the FCC indicate approximately 150 television stations are sought by broadcasters throughout the country. Most of the applications come from key center cities, and if production of transmitters gets underway it is expected that at least 10 new television stations will take to the air during 1946.

Television set manufacturers view 1946 as a banner production year with OPA difficulties eased. One manufacturer predicts that 200,000 new television receivers will be in the hands of consumers before the end of the year and that a potential market of millions of receivers awaits production and sales schedules.

•

The battle of frequencies continues with two schools of thought airing their views on whether television should develop immediately in the low frequencies with an acceptable black-and-white-image or wait until ultra high frequency color television is fully developed for commercial acceptance. In the black-and-white field RCA recently demonstrated an excellent image using the new image orthicon camera and improved receivers. On the other hand CBS staged press previews of color television using a new transmitter and a vastly improved mechanical scanning system.

Production Gets Underway

While the battle of the frequencies is being waged RCA, Philco and General Electric are going right ahead with the manufacture and merchandising of black and white receivers which are expected to range in price from $150 to deluxe models as high as $1,000. Proponents of color, while not geared at present to produce receivers, forecast that color television sets will be available within six months and that the cost of these receivers will not exceed 10 per cent more than the conventional black-and-white sets.

•

As the industry gets in the stride the ranks of the so-called "experts" continues to grow. Television institutes and schools are springing up in New York, Chicago and the west coast and layman interest in video continues to grow. In many instances "experts" have talked and written themselves out on the subject of television and left advertising agency executives, potential sponsors and others wanting more specific information on the visual art.

Intra-store television looms as an important phase of video merchandising with experimental installations having been tried out in Philadelphia and Jamaica, L. I. The Philadelphia demonstration, staged by Gimbel's store in collaboration with RCA, attracted large crowds and proved that visual merchandising was practical. Similar results were obtained in Jamaica with the demonstration operating on a smaller scale.

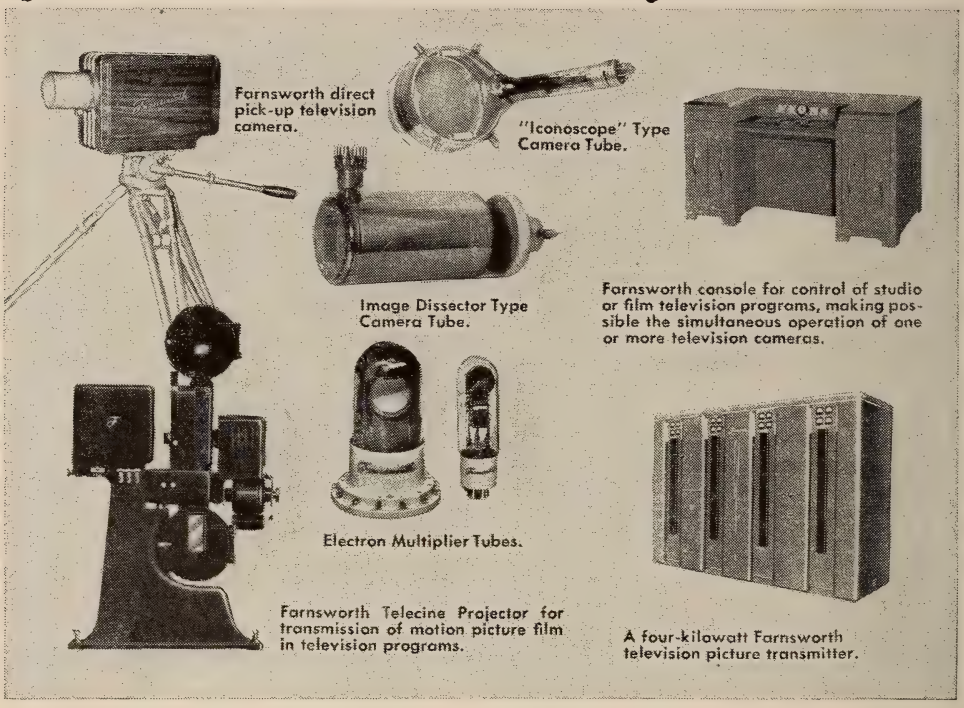
•

In conclusion the best appraisal of the future of television was made by Paul Porter, ex-FCC chairman, during the inauguration of the coaxial link between Washington and New York on Lincoln's Birthday. Porter said that communications, including television, would become a $6,000,000,000 industry, would create many new jobs and carry "a great reconversion load in the next few years."

Look to the pioneer...

FARNSWORTH...

for Better Television Equipment!



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Television Gains Via Wartime Use

By D. F. SCHMIT, Director of Engineering, RCA Victor Division

UNLIKE many of the newer wonders which are ushering in the Electronic Age, television is not a "war baby." Television graduated from the laboratory to the state of a limited public service some years before the war. Many public demonstrations were given, transmitters went on the air in several of the larger American cities, and television receivers were purchased and used in some 10,000 American homes.

It has been during the war and the few months since its close, however, and partly as an outgrowth of wartime research for military purposes, that television has come of age. Having now attained its majority, it promises in the next year or two to become at least one of the most important, if not the most important, of all electronic services, in point of both its economic significance and its effect on the living of America.

Major Developments

Several major developments contributing to the technical advancement of black-and-white television have come out of the RCA Laboratories and the various engineering development laboratories of the RCA Victor Division of the Radio Corporation of America during the war years. These include a new super-sensitive camera, new picture tubes that greatly increase the brilliance and clarity of the televised image, a large-screen projection system for home receivers, and new tubes and circuits which improve image quality and, at the same time, make it possible to design cameras, studio and control equipment, and receivers that are smaller, lighter in weight, and more compact than pre-war units.

Before the war, outdoor program material was limited by weather and the time of day, and indoor material required intensely brilliant artificial lighting. A screen image of adequate brilliance could be obtained only in a darkened room, and even then, definition left something to be desired. Home receiver viewing screens, occupying the face of the picture tube, were restricted in size by physical limitations on the size of tube it was practicable to build, with the usual screen size about 7 by 9 inches.

Program Possibilities

Today, with the super-sensitive RCA Image Orthicon in a lightweight, compact field camera, television producers have entered upon a vast new field of program possibilities, encompassing round-the-clock coverage of news and special events in any kind of weather, by sunlight, twilight, streetlight, or the ordinary indoor lighting of theaters, auditoriums, schools, churches, courtrooms, concert halls, and sport arenas.

With the new and improved RCA Kinescopes, set-owners may see television images possessing brilliance, definition, and contrast equal to those of motion pictures in a normally lighted room.

Prospective set-owners contemplating the purchase of de luxe television receivers for large rooms or relatively large family or social groups of observers may look forward to a screen image approximately as large as a full page of a newspaper, provided by the RCA Victor large-screen projection-type receiver.

The RCA Image Orthicon is possessed of light-sensitivity 100 times greater than that of prewar camera tubes and approaching that of the human eye. This extreme light-sensitivity is achieved by interposing a series of electron multiplier stages between the photocathode on which the light image is focused and the signal output, thereby amplifying the initial response to low light levels.

The vastly improved brilliance and definition of images obtained on new RCA Kinescopes have been achieved through advances in the design of electron guns and the development of luminescent materials providing increased efficiency and picture contrast.

Large Screens

RCA Victor's projection-type receivers employ a reflective optical system, consisting of a spherical mirror, which picks up the image from the face of the pic-

ture tube, and a molded plastic aspherical lens, which brings the reflected and enlarged image to a sharp focus on a rear-projection type viewing screen built into the receiver cabinet.

In the new RCA Projection-Kinescope to be used in these large-screen receivers, light losses are minimized by means of a very thin metallic film behind the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent material from radiating back toward the inside of the tube.

Although color television cameras and receivers employing mechanically driven color filters have been demonstrated experimentally by RCA, and promising results have been obtained, the company feels that this phase of television is still in the laboratory stage. RCA does not plan to market equipment in this field until a non-mechanical, all-electronic color system can be perfected to provide images equal in clarity to those obtained with the present RCA black-and-white all-electronic system.

Present uncertainties in the manufacturing situation preclude the fixing of a specific date for the begining of distribution on new RCA Victor television receivers, but it is expected that the first table models will come off the production lines about the middle of this year, with console models following next autumn.

RCA Victor's manufacturing schedule embraces a variety of television receivers, ranging from a direct-viewing type employing a 7-inch kinescope (picture size about 4½ x 6 inches) to a de luxe large-screen projection-type console providing a picture about 15 x 20 inches. Auxiliary services such as AM and FM radio reception and record reproduction will be included in some models. Prices are expected to range from about $200 for a table model to approximately $500 for a large-screen projection model with AM and FM reception.

RCA Victor, which has supplied more television broadcast equipment than any other company in the world, expects to have the first of its new television transmitters and other station equipment items ready for distribution by late summer or early autumn of this year.

Be Wise...
FILMS DON'T TELEVISE

Unless.... produced by the methods and techniques required for Telescanning, as against the present form of "movie" production that has been unsuccessfully applied, they will not conform to technical and electronic requirements and the exacting standards that should govern quality Television presentation.

As pioneer producers of Television Film Transcriptions, exclusively, TransVideo is prepared to place at the disposal of sponsors, agencies and stations, its unique "know how" in the production of films for Television.

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NEW YORK 17, N. Y. MUrray Hill 4-6628

Color Television Of Tomorrow

By DR. PETER C. GOLDMARK, Dir. Engineering Research-Development, CBS

THE science of radio has continually probed for realism. In the aural field the fidelity of the sound has been improved bit by bit over the years until we can transmit over the air the full frequency range of the sound just as it would be heard by a listener on the spot. In the development of television, we have been following the same path. Now we are able to transmit a picture of a scene faithfully and completely, in natural colors, as it would appear to an observer on the spot.

In the field of electronics, the impulses carried on the air waves have been developed from the comparatively simple vibration of the wireless telegraph instrument, until today in the ultra-high frequencies around 500,000,000 impulses per second we are able to transmit the full, natural colors of objects before the television camera.

•

War research and employment of electronic discoveries, plus prior experience in field and laboratory, are the ingredients that make possible the new television in full color which the Columbia Broadcasting System has demonstrated and brought to the point of public commercial practicability.

By imposing the three primary colors one on top of the other in a rapid succession of impulses, the exact hues of the original object are transmitted to the eye of the viewer at the home receiver.

The ultra-high frequencies not only have brought us high definition color television, but because they permit the use of highly directional receiving antennas, they have made possible the absolute elimination of secondary images, known as "ghosts."

•

On the lower frequencies, these "ghosts" are the result of reflections. The image-carrying beam from the transmitter, strikes a high building or other obstruction and "bounces" off. In many instances both the primary wave, as well as the image that has bounced off the obstruction, are picked up by the antenna and shown on the television screen at the receiver, thus giving a blurred image.

The directional antenna consists of a ten-inch horizontal bar, and a parabolic reflector six feet wide by eighteen inches high. The antenna can be turned in an arc to obtain the best image. The rotation of the antenna is controlled automatically by the station selector switch. On the low frequencies a directional antenna of similar properties would have to be sixty feet wide—obviously too heavy and clumsy to be practical.

•

The same characteristic of the ultra-high frequency which makes possible compact directional receiving antennas also makes it possible for us to achieve high gain in the transmitting antenna. Again the physical dimensions of the antenna are in favor of the ultra-high frequency. On the 71st floor of the Chrysler Building we now have installed an antenna with a gain of twenty which gives an effective power of 20 kilowatts to the CBS one-kilowatt ultra-high frequency transmitter.

•

On the subject of color fidelity of the CBS system, a number of questions have been raised as to the relative color quality of electronic and so-called mechanical systems. At the present time the CBS system includes mechanical elements. We have been and are working on an electronic system as well, but for the near future we see little hope of successful results. Moreover, it can be proven mathematically that the color quality of any electronic system cannot be superior to that inherent in the present CBS system. The reason for this is that the colors are today produced by filters of high mathematical and optical precision.

Moreover, when and if an electronic color system arrives, there is no reason why it need make obsolete any color receiver employing the CBS color system and in use at that time.

TALK ABOUT IMPACT!..

Just recently we invited the press to a preview of full color television in the ultra-high frequencies. Of course, we had planned running an ad on the event. What we hadn't planned was that the ad should be entirely (and glowingly) written for us. Here's what the press says about CBS color television.

SAYS "TIDE"

...CBS did not overlook the increased advertising potential of color. A women's style show, almost meaningless in monochrome, came to life in color. Even little things, like packages of cigarettes, do much better when seen in their familiar colors....

...The significance to the television industry of last week's demonstration would be hard to overstate....

The general reaction: "THIS IS IT!"

SAYS THE "DAILY NEWS"

...the demonstrations prove that 3 great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to generate sufficient power in frequencies above 300 megacycles to transmit satisfactory color images. Secondly, it modulates a 10 megacycle video band, which most authorities said could not be done. Third, it has eliminated the bothersome reflections known as "ghosts", which have hitherto marred television pictures.

Ultra-high frequency color television, without annoying "ghost" reflections, is a reality....

SAYS THE "WORLD-TELEGRAM"

CBS color video, in debut, proves beautiful beyond description.

...The image is sharp, distinct and completely realistic. Dr. Goldmark has given us a magic casement, and the vistas it will open should have a profound effect on every phase of the advertising and entertainment business, not to mention the arts, letters and sciences. It is a medium that

here's how CBS full color television struck the press

calls for the best in all these fields.

...those who watched the CBS demonstration feel sure there will be a mad rush to buy television sets as soon as the public has a glimpse of natural color video.

SAYS THE "HERALD TRIBUNE"

There were several new things about the demonstration. The signal was being transmitted in a full 360-degree arc from the Chrysler Building, rather than in a directional beam; one transmitter was sending both sight and sound, instead of a separate transmitter being used for each; there were no multiple reflections, or "ghosts" on the viewing screen; the colors appeared real. There was clear definition in the images as well....

SAYS "TIME"

It was clearly—and colorfully—the most notable television demonstration of the year....The reception, as vivid as a Van Gogh painting, made black-and-white television look antiquated....

SAYS THE "WALL STREET JOURNAL"

Television in color is a lot closer than most people had believed, it was conceded over the week-end by experts in the industry....

The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures....

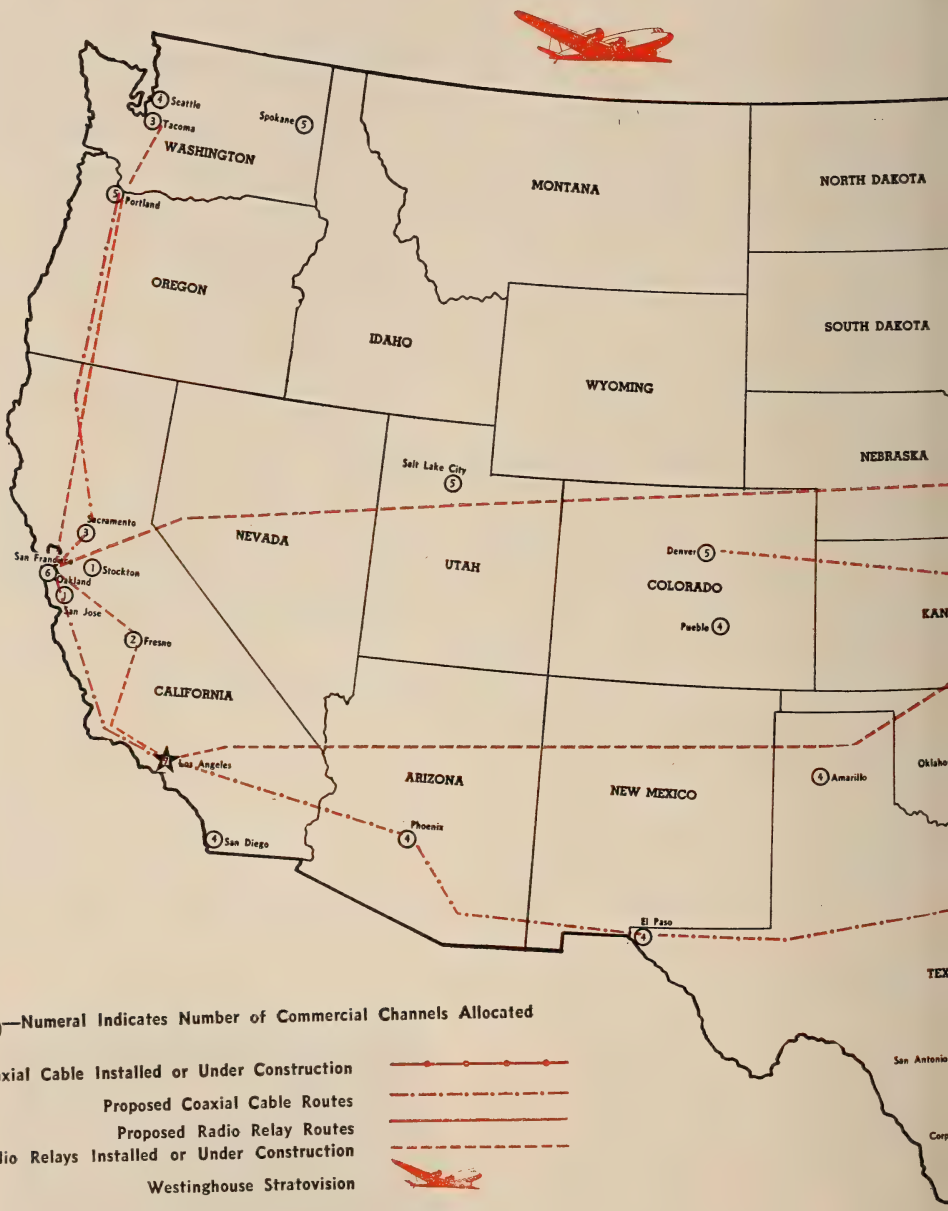
The CBS demonstration left little doubt that color television has reached the perfection of black and white....

SAYS "P. M."

The long-awaited press showing of CBS color television demonstrated without doubt that they have achieved a dramatic refinement on image transmission....

THE COLUMBIA BROADCASTING SYSTEM

TELEVISION C



○—Numeral Indicates Number of Commercial Channels Allocated

Coaxial Cable Installed or Under Construction

Proposed Coaxial Cable Routes

Proposed Radio Relay Routes

Radio Relays Installed or Under Construction

Westinghouse Stratovision

F TOMORROW

☆—Indicates Area Has Commercial Stations

Now Operating
Chicago—Two
Los Angeles—Two
New York—Three
Philadelphia—One
Schenectady—One

TELEVISION OF TOMORROW

Tele Sportscasting

By BILL SLATER, President, Sportscasters Assn.

AS I started to say in an earlier article in this Year Book, television has become so good in catching the sports picture that many sports executives are beginning to develop fears. In this field we may easily fall into what has become almost an occupational disease of the modern, scientific era—namely we can produce more than we can market without upsetting the economic apple cart.

Such an academic-flavored statement should be brought down to cases. That is easy. Consider the men who own professional baseball clubs. Their business has been built up through two generations of devising ways and means of getting John Q. Public to plunk down his money and make those turnstiles click. To these persons the question of whether or not television will keep fans away from the game is a vital matter. Granting that it might be hard to find sponsors rich enough to pay the bill for a heavy loss in gate-receipts, and you have the makings of a first-rate impasse. On the question of what effect telecast baseball might have on the gate, there are, of course, two sides and you will find groups able to defend each side strenuously and with some logic.

There naturally follows the question of how feasible it might prove to have the games telecast from the park into movie houses, where it is easy to tax the customers as they come in.

Mike Jacobs has hopes of telecasting his fights—the best of all video sports bill-of-fare so far—into a string of theaters.

However it all works out, both radio-wise and video-wise, there are busy days ahead for sports spielers. And these days will be more than just busy ones.

CHARLES STARK THOMAS CARR

CARR-STARK, INC.

RADIO-TELEVISION

PRODUCTIONS

366 Madison Avenue New York 17, N. Y. MUrray Hill 2-2636

Video Variations— Facts and Figures

Tomorrow's television holds promise of getting in stride during 1946 with boom years ahead. The following is factual data on this new electronic industry:

ESTIMATED 7,500 to 8,000 pre-war television receivers now in use in the United States with about 5,000 of these located in Greater New York.

•

Applications for new commercial, television stations reached 143 on January 1 with the FCC adopting an allocation plan providing for 400 transmitters in the first 140 markets.

•

Leading manufacturers estimate new television sets will be priced from $200 to over $1,000 and it is anticipated that from 250,000 to 300,000 will be sold during 1946.

•

Seventy-five manufacturers, according to TBA, are ready to manufacture television receivers, transmitters and their components.

•

Network television developments include the opening of the Philadelphia-New York coaxial cable link of A.T. & T. on December 1 and the recent completion of the coaxial line between New York and Washington.

•

Television surveys indicate that the service will reach 64,754,900 persons within two years of full commercialization and over 72,000,000 persons with five years.

•

Paramount Pictures is expected to demonstrate large screen television for theaters in New York in August of 1946.

•

Use of television in education already being undertaken by the public school systems of New York and Chicago.

•

Television in Great Britain, discontinued in 1939, has been resumed on the 405-line standard.

•

Number of new television stations going on the air in 1946 is dependent upon availability of equipment from manufacturers and action by FCC in approving construction grants.

•

Controversy on merits of black-and-white television as compared to the ultra high frequency color television continues with RCA declaring monochrome ready and CBS reporting color past the experimental stage.

•

Programming schedule on nine operating commercial stations calls for 28 hours a week per station beginning in July, according to FCC regulations.

Musical Audience Participation
("Breakfast Club")

Variety said, "...Don McNeill and his 'Breakfast Clubbers' proved that audience-participation shows provide sock entertainment for the video medium..."

Hollywood Reporter said, "McNeill and his Windy City gang proved the American web's theory that audience participation airers make good television fare..."

Sports
(Night Baseball)

Variety said, "...the tele department of ABC reached a new high last week in the tele filming of (Esquire's) sports event...came up with one of the clearest and most interesting sports events yet seen on tele."

Children's Programs
("Tele Tales for Children")

Variety said, "Those who viewed the Singing Lady of radio strutting her stuff in video for ABC last Friday were more than entertained —they were convinced that television had found itself."

Special Programs
("Letter to Your Serviceman")

Variety said, "Nine times out of 10 the variety format on television molds itself into a click show. The (ABC) video department has been the greatest exponent of variety stanzas for television with 'On Stage, Everybody,' 'Kiernan's Corner' and ..'Letter to Your Serviceman'..."

Trade reviews tell you...

Why ABC is on the

When we started in television, we knew that to make a success of it we had to establish a basic pattern in order to build television that was above all *practical*. In outline, it was something like this:

1 America's *advertisers* had a lot to do with making radio the success it is today. By competing among themselves for larger audiences, they made programs increasingly better, with the result that they, the public and the radio industry all benefited.

2 Advertisers and their agencies will play just as important a part in commercial *television*. For that reason, the best approach to television is from the standpoint of making it a *practical, economical medium for advertising.*

3 The logical place to begin the development of television is with what has already been learned about *listening audiences*. New and costly experimental work in new types of programs will play its part. *But right now the adaptation of proved, successful, economical radio shows with assured listening audiences is the industry's best bet in developing practical television.*

4 Shows should be televised on regular weekly schedules, just as they are in radio, in order to build and hold television audiences. Just as radio listeners

Musical Variety
("*On Stage, Everybody*")

Billboard said, "The show ran with a smoothness that is big-time . . . had everything—color, movement, integration, format and theme . . . there hasn't been anything on the air in a variety format that has been any better."

Musical
("*King's Record Shop*")

Variety said, "Show . . . gives staunch support to a vast sector of the industry which believes that while video is in the toddling stage, programming keynote should be simplicity."

Special Events
(*Navy Day Program*)

Billboard said, "Just about the best film record of New York's Navy Day celebration . . . a film which is a fitting document of our Navy and the public's reaction to it."

Audience Participation
("*Ladies, Be Seated*")

Variety said, " . . . network execs know whither they are going. They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised."

Billboard said, "It's funny, it's commercial and it's inexpensively produced . . . genuinely entertaining."

Right Track in Television

look forward to hearing their favorite shows every week, so will video audiences expect continuity in their entertainment.

The Plan Really Works!

How far that philosophy has taken us in just the past few months is best told in trade reviews of ABC video shows. Some of them are on this page. Read them closely. What they say, in effect, is that in *all* types of video programs—audience participation, children's shows, night baseball, special events—ABC is not only on the right track, but off to a good start as well. That's why advertisers who want to get into television on a practical, economical basis are getting set on ABC today.

Schenectady folks enjoyed special ABC Christmas television programs December 21, 24, 26, 27 and 28 on Station WRGB.

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

Television Status In Great Britain

By H. BISHOP, Chief Engineer of British Broadcasting Corp.

IN 1943 the British Government appointed a Committee under the chairmanship of Lord Hankey to prepare plans for the reinstatement and development of the television service after the war. The Committee submitted their report early this year, and the Government have now announced that they have given general approval to the Committee's recommendations. The Committee conducted a comprehensive review of the pre-war television service, war-time research, and the steps which should be taken to provide and develop a post-war service.

Committees

A similar Committee was set up in 1934 by the Government of the day to report how a television service might be started in Great Britain. It was as a result of this Committee's report that a regular daily service of high definition television was started by the British Broadcasting Corporation on the 2nd November 1936 from a television station erected at Alexandra Palace in the north of London. Two systems employing different technical standards were used, the Marconi-EMI and the Baird. They were using them during alternate weeks until February 1937 when it was decided that the technical standards used in the Marconi-EMI system should be adopted for all public transmissions from the London station. From February 1937 to the 1st September 1939, when the service was closed down due to the war, the standards remained unchanged, and were 405 lines, 50 frames interlaced, giving 25 complete pictures per second. The number of lines are a measure of the definition of the picture, and the number of frames, or complete pictures, determines the absence or otherwise of flicker.

These standards were chosen to give adequate picture definition with imperceptible flicker for ordinary domestic viewing. If a worthwhile improvement in definition is required, then the number of lines must be considerably increased, and this means that the technical complication, both at the transmitting and receiving ends, is also increased. The standards we adopted were a compromise and represented what was economically practicable from the technical point of view at that time.

Development

It may be of interest to say something about the development of television in Great Britain. With the aid of apparatus developed by Baird, the BBC started daily television transmissions of a somewhat primitive kind as far ack as 1929. Research from that date to 1936 permitted the establishment of a television service which the Television Committee of 1934 felt would be acceptable to the public. The system employed and the design of the London Television Station at Alexandra Palace have been fully described in technical literature (principally in BBC publications and in the Journal of the Institution of Electrical Engineers) published before the war. The period between 1936 and 1939 was itself one of development, but of rather a different kind. The apparatus remained substantially the same but there were big improvements both on the technical and program sides in the utilization of the medium for the presentation of public entertainment.

Over 2½ hours' program a day was regularly transmitted, the time being divided between afternoon and evening sessions. In addition there were morning test transmissions for the set retailers. A wide variety of programs was produced both in the studios and outside in the grounds of Alexandra Palace. Initially these programs were of a simple character, but as time went on they became more ambitious, and producers learned how to make the best use of the technical facilities at their disposal. The studio programs ranged from tap-dancing and the lightest type of variety act to grand opera and drama. They included illustrated talks, music, ballet, revue, art exhibitions, fashion parades and frequent appearances in person of people in the news. Current newsreels were shown daily and cartoon films were frequently included.

Topicality

Topicality is one of the essentials of a television service. With the development of the necessary technical equipment, it became possible to transmit a wide range of entertainment from places in the London area where intresting events, both in buildings and in the open-air, were taking place. There were for example successful transmissions of Royal Processions, the arrival of distinguished visitors at Victoria Station, the international tennis championship at Wimbledon, boxing, cricket and football matches, performancs from London theaters, and many other notable events.

For these outside events two sets of mobile equipment mounted in trucks and completely self-contained were in constant use. The programs were conveyed to the transmitter at Alexandra Palace by land line or mobile radio link. For the former a special cable was laid round London, but where the point of broadcast did not lie on the route of this cable a method of using ordinary 40-lb. telephone pairs was developed to give the wide band-width necessary for television transmission.

This was the stage that television in Great Britain had reached at the beginning of the war. We were on the point of increasing substantially the studio facilities in London, and it was also our intention to extend the service as quickly as possible to provincial cities such as Birmingham and Manchester.

The war put a stop to it all, and it was the task of the Hankey Committee to recommend how the service should be restarted. There are two principal ways in which this might be done. It could begin again as it was in September, 1939, with minor improvements which have become possible since that time, or the resumption of a public service could be delayed until such time as a new and improved system could be brought into service.

Guiding Delay

At first sight, it seems obvious that, provided the delay is not too great, the opportunity should be taken to restart with a new and improved system so that the public may have the benefit of a better service at the earliest moment and not be persuaded to buy sets which wil be unsuitable for the improved system which will come eventually. However, the crucial point is whether in fact there is an improved system ready to be put into public service now. The answer is that there is not, although experimental systems are being tried out. The Hankey Committee considered that it was of the utmost importance that there should be no avoidable delay in restarting a service in Great Britain and consequently they favored opening on the basis of the pre-war system rather than waiting for the development, manufacture and installation of a new system.

Critics will say that this new system has in fact already arrived and has been demonstrated. This is true, but as every engineer knows there is a vast difference between a laboratory demonstration and the operation of a regular service for reception by the public. The Committee quoted several reasons for their decision to start up again on the old system. They felt that th pre-war transmissions had achieved a high degree of reliability and afforded a consistently good entertainment value in the home. Moreover, with certain minor refinements and particularly with receivers of better design and quality, the good entertainment value of the 1939 service would soon be surpassed. It is a fact too that radio developments during the war, great as they have been, have not materially affected the television position. War developments are not immediately applicable to the production of a better picture in the home, and, consequently, if the reopening of the service were to be delayed until an improved system were available there might be a long gap without any service at all. Finally, the Alexandra Palace equipment fortunately escaped damage by bombing and can soon be made ready for service when the skilled staff (both program and engineering) again become available.

Recommendations

The Hankey Committee recommended that plans should be made for extension of television to possibly six of the most populous provincial centers as soon as possible after the reinstatement of the srvice in London. These extensions would of course employ the London system. While this work was in progress they hoped that vigorous research on an improved system, having a standard of definition approaching that of the cinema and possibly incorporating color and stereoscopic effects, would be pursued with the intention that, when the new system was available, it should be introduced side by side with the existing system and evntually replace it. Finally the Committee discussed the financing of the television service, the aim being to make it self-supporting as soon as possible.

These are the recommendations which the British Government have accepted. It will not fall to the BBC, with the guid-

ance of an Advisory Committee, to carry out the work. It is inevitable, of course, that television should be compared with the cinema. Technically the definition of a cinema picture is far greater than a 405 line television picture, but on the other hand television has an actuality value which is lacking in the cinema. Moreover it is available in one's own home by the turn of a switch.

Problems

The problem which confronted the BBC and the radio trade before the war will certainly confront them again. The number of television receivers sold in the London area before the war was about 30,000. Remebering that the Alexandra Palace station gave up a service up to a radius of about 40 miles embracing a population of some 10 millions, the number of those who bought receivers was small. Several reasons can be suggested for this slowness to buy on the part of the British public, but there were certainly two important ones. The first was that there was an unjustified air of experiment surrounding television. People were inclined to hold back until teething troubles had been overcome and until they thought that the service had been fully established. The second rason was the comparative high cost of a television receiving set. It is true that in 1939 receivers with a screen measuring about 7" by 5" and cost about $100 were beginning to come on to the market, but a receiver with a screen af about 10" by 8", in my opinion a much more suitable size, cost about $200 or more. This was a large sum for the British listener to spend, and he was unwilling to do so because he felt, quite wrongly that there was a doubt about the service being a permanent one and that there was a possibility that the set would become out of date in a very short time.

However, few of those who spent their money regretted their decision. Television was a nightly source of entertainment; it appealed to both grownups and children and its unique character took an increasing hold on those who participated in it. In passing I might mention that in my experience it was not easy to convert a doubtful purchaser by just one or two demonstrations. Visitors who came in to see the programs expressed great interest, but did not rush to their radio dealers the next day to play an order. Those, however, who eventually did so became confirmed television fans when they had had the set in their own homes for a week or so. This experience suggests that some kind of extended trial period in the home of the prospective purchaser will be necessary, at any rate, until television sets become more common than they are at present.

Technical Standards

When television begins again in 1946 the British viewer will find that the service will not have changed because the technical standards will be the same as before the war. There will undoubtedly be developments in the design of television sets within the limits of the present standards. Pre-war receivers did not always make full use of the whole of the transmitted band width and the picture suffered accordingly. One looks forward to improved cathode ray tubes, more reliable components, larger screens, and perhaps the application of miniaturization to enable the overall size of television sets to be made smaller without reducing the size of the picture. There are many difficulties to be overcome in extending television to the provincial cities.

Question of Costs

Apart from technical problems, the over-riding question associated with television is cost. In Great Britain we consider, as a yardstick, that everything connected with television, programs, equipment, number of staff and so on, is ten to fifteen times as expensive as the equivalent requirement for sound broadcasting. Before the war, the BBC operated sound broadcasting and television with the income received from receiving licenses which all listeners have to have. During the war, special arrangements were made and the BBC was financed by grants voted by Parliament. No decision as yet been made on post-war finance, but whatever is done provision for meeting the cost of television must be included. The Hankey Committee recommended that the aim should be to make television self-supporting as early as possible, but they felt that the pecise manner by which this was to be achieved was one for further consideration. There is certainly some hard thinking to be done on this subject. The pre-war television frequencies were 45Mc/s for vision and 41.5Mc/s for sound. It is our intention to restart the service on the same frequencies so that no changes will be necessary to the receivers already in the hands of the public. When an improved system is introduced, higher frequencies will be used. Vigorous steps are being taken to overcome electrical interference with reception and it is hoped that there will soon be legislative powers to enforce suppression.

Television Ready For Biggest Year

By JOHN F. ROYAL, V.-P. in Charge of Television, NBC

TELEVISION is fast shaping up for its biggest year. Programmers are readying for the day when 28 hours of telecasting a week will be routine. Receiver manufacturers are gearing up for the largest sale of sets in the industry's history. Hundreds of new groups—advertising agencies, sponsors, cooperating groups—either now are in television or preparing to enter it soon. Networks and stations are recruiting personnel for jobs in an expanded industry—an industry that will doubtless come nearer its full flowering in 1946 than in any year prior to this.

This is the status of television today: there is in existence a complete television system, capable of being flung across the nation to form a countrywide network. Black-and-white network television is no longer a dream. Telecasts between long distances have already been made and are out of the laboratory, experimental stage. There is a known system of television transmission, of television distribution, of television reception. Vast new electronic developments in transmission —like the RCA Image Orthicon camera—in distribution, like the Bell System's coaxial cable—and in reception—like the greatly enhanced black-and-white sets recently demonstrated by RCA—assure the viewer of greatly improved pictures comparing favorably with home movies.

●

Through television in 1946 we will become familiar with every gesture of our Congressman as he rises for debate on Capitol Hill, we will learn to know and respect our neighbors in other lands, we will see the televising of important news events, of great Broadway plays, of developments in science, in education.

Turn for a moment to two recent new program developments that will find their way to the television screen through the facilities of NBC's television station WNBT. Look first at the first permanent series of regularly-scheduled educational programs ever attempted in television. These are being produced in cooperation with the New York City Board of Education and stress the fields of physical sciences. Groups of students and teachers each week witness these programs in our studios and comment upon them with an eye toward giving the broadcaster and the educator an indication of how the two agencies can cooperate.

Second of these new developments is the recent agreement made between NBC and the Dramatists Guild. This series, expected to start in the fall, will be titled "Broadway Preview" and will have a two-fold aim: to expand the market for new writers who otherwise would be unable to bring their plays to the attention of Broadway stage producers, and to provide needed material for television by good writers. Material—good material—is the bread-and-butter of any entertainment medium. Nowhere is this more true than in television—which will doubtless eat up material even faster than any of its predecessors in the entertainment field.

●

Under the agreement, NBC will televise plays written for Broadway production by members of the Dramatists Guild. Producers will be invited to attend these previews of plays by television.

With these immediate new developments—and a host of others in preparation—NBC Television is well-prepared to pioneer further and to expand its program operations. Last year, the station more than doubled its time on the air—jumping its weekly output from ten to twenty hours. This is more than twice as much as any other operating station in the country. This year, 1946, will see a steady accretion of program time which will reflect an increase in all three types of television broadcast techniques: studio, outside pickup and films.

●

The Dramatists Guild arrangement, as well as numerous other dramatic plans will bring an appreciable increase in variety, dramatic, and educational shows from the studio.

This is the outlook for the year 1946—the year that is certainly providing the springboard for the greatest activity in television this country has ever seen.

offers EVERYTHIN

STUDIO AND STATION EQUIPMENT • TRANSMITTER

GENERAL ELECTRI

'or BROADCASTING

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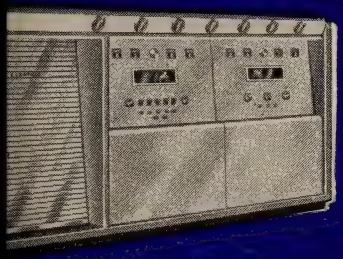

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- Studio-to-Transmitter Relay Apparatus
- Micro-Tel Systems
- Intra-Tel Systems
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TELEVISION TALK

A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current in a circuit in accordance with some signal being transmitted.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The number of cycles per second required to convey the information being transmitted either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from to bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates intermittent signals used for scanning in cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen and because of a high positive voltage applied to it, causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate sigals of different amplitudes. In television these circuits are used to separate the synchronizing pulses to the video and signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver. is performed.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils uesd to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends, is known as a doublet. For short waves the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two distinct bands of frequencies appear, due to the modulation process, one o neach side of the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected t othe external sircuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line, thereupon, it is necessary to restore it to start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are succesively viewed so as to simulate moving scenes.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are usually caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are also called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KINESCOPE—A name applied to the cathode ray tubes used in the television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

LUMEN—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIGRAPH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOSTS—Ghost pictures in which the black and white areas are opposite to those of the real picture.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude.

O

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies.

PEDESTAL—A portion of the television video signal used to brank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RADIO CHANNEL—The "space" in the frequency spectrum allotted to each station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode day beam moves back to its starting position.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwith requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

American Tele. Society Awards For 1943-4-5

1943 PLAQUES

To WRGB, General Electric, Schenectady
For the station contributing most to programming in 1942
To WNBT, National Broadcasting Co., New York
For the station contributing most to television as a public service

1944 PLAQUES

To WABD, DuMont, New York
For the station contributing most to the art of commercial television
To WRGB, General Electric, Schenectady
For the station contributing most to the art of television programming
To W6XYZ, Television Productions, Inc., Los Angeles
Honorable mention for adaptation of motion picture techniques to television
To Norman D. Waters, ATS President, 1941-1944
Special Service Award

1945 PLAQUES

To Ruthrauff & Ryan, Inc., New York, for Lever Bros. show
For the most consistent effort in developing effective television commercials
To WNBT, National Broadcasting Co., New York
For the most consistent sports programming
For the outstanding television program, "Men in White,"
directed by Ed Sobol
To WCBW, Columbia Broadcasting Co., New York
For the best educational program, "Opinions On Trial"
For the outstanding news program, "CBS Newscast," with Everett Holles

1945 SPECIAL AWARDS

To WABD, DuMont, New York
For the development of television commercially
To W6XAO, Don Lee, Hollywood
For making television facilities available for commercial development
on the West Coast
To WBKB, Balaban & Katz, Chicago
For preparing the midwest for commercial television
To Klaus Landsberg, W6XYZ, Television Productions, Inc., Los Angeles
For constant technical excellence in television production
To WRBG, General Electric, Schenectady
For the best institutional commercial, "Conquest Over Darkness"
For the outstanding contribution to children's programming
To Paul Alley, WNBT, National Broadcasting Co., New York
For the outstanding editing of news films, "The War As It Happens"
To WPTZ, Philco, Philadelphia
For developing football television technique
To Paul Mowrey, American Broadcasting Co., New York
For preparing the American Broadcasting Co. for television
To Dan Halpin, ATS President, 1944-1945
Special Service Award

Television Acting Viewed by Expert

By DR. JOHN REICH, Dir. of Video, Studio Dramatic Arts, N. Y.

THERE are two principal groups of radio actors today: a larger and younger group which grew up in radio and has little stage experience or none at all; and a smaller and older group which received its training on the legitimate stage, but has grown rusty in many years of radio work. The number of radio actors who are also active on stage and in pictures is small, indeed.

Television today is like a theater an hour before the performance: Money in hand, the audience is waiting to obtain seats. The technicians are ready. The stage is set. As yet the curtain is down, but already the cashier is lighting the box office. Sooner than the public expects, the play will begin—only to reveal the inadequacy of the actors.

Situation Analyzed

The present situation of the radio actors is not as bad as was the plight of the silent picture actors when sound was introduced; for unlike the silent film, the old, blind, simple medium will continue alongside the new, visual complex one. Yet there are similarities between screen players then and radio players now. Just as some silent picture stars were not really actors but merely photographic models, so many radio performers today are not actors but merely "voices." Then as now, the advent of the new medium favored those who had learned their profession the hard way: on the legitimate stage. Television's coming of age will force radio "voices" to study acting, or else restrict them forever to the narrowing confines of sound broadcasting alone.

New Skills Needed

Whereas radio's dramatic performers can use in television little more than a certain intimacy of speech and a sense of timing, they have to acquire new skills which cannot be mastered overnight. The radio "voice" must develop into an actor who "acts all over," i.e. with his emotion, his intellect, his body, and his voice. The television actor's principal skills to be acquired through careful instruction and constant practice are: Memorization, physical behavior, concentration, imagination, observation, co-ordination, and communion.

The first time the radio player surrenders his script and starts acting, he feels like a student of swimming when the teacher slackens the rope: Reproducing every speech from memory seems as difficult as remaining afloat. Not only are there one's own lines to memorize, but also many of the partners as well as gestures, movements, the handling of props and costumes. Like every serious student of acting, the radio player soon finds out that it is not a part the way he learned a poem or geography lesson at school. Those actors who claim they knew their lines at home but cannot remember them on the stage are not lying. The strain which results from being watched by colleagues and directors, together with the manifold distractions in the studio, account for a considerable loss in the memory's efficiency. Only with a 150 per cent sure-fire memorization can proper performance of the memory be assured.

Physical Attitude Important

For his characterizations the radio player need not develop a physical attitude beyond watching his distance from the microphone. In television he is faced with the task of making his body both receptive and suggestive of thought and emotion. The sheer physical task is considerable. He must learn how to sit, to stand, to walk gracefully, to be well poised and balanced in every movement as seen from every angle. Unlike the human spectator, the television camera checks up on the placing of the feet, the gesture of the hand, the carriage of head and shoulders. The "voice" turned actor needs to acquire a sense of space, the ability of maneuvering between pieces of furniture and of expertly handling objects which seem like as many gremlins to the beginner. And all these requirements are only preliminary to the creation of behavior patterns not one's own, but suggestive of a character in a play. More specifically, television's standards of physical behavior are set not only by the actor's expressive body and by the requirements of his part, but also by certain studio conditions which vary not only with the studio but also with each program at the same studio. Thus, the actor's performance may be influenced

by the number and position of cameras and floor lights, the nature of the preceding and following programs, the size and number of locations, and the size and number of studios available for the production.

Concentration Essential

Reading a well-typed script to a microphone in a comfortable sound studio is one thing; living a part before the cameras under the pressure of time and technical difficulties, is another. Only the exercise of full concentration can insure good video acting. Any scattering of concentration may produce a derailment of the actor's train of memory which cannot be rightened because there is no prompter. The player in television has to maintain his concentration despite many distractions of both an acoustical and a visual nature. The sound and music on the floor, whispered conversation in the corner, and the signal language of the floor manager; the ever-shifting cameras and individual lights; the cramped space and the (now improving) heat from the lamps: all that makes it hard, especially for radio actors, to maintain the artistic discipline so necessary for the delivery of their parts. While following prearranged directions, signals on the floor and, to a certain extent, the movements of all cameras, the performer must at all times stay completely in character, either in his own or in the one suggested by the author.

Imagination, Observation Needed

In a blind medium which tends to characterize by voice and diction only, the radio actor's imagination is often content to suggest barely the speech habits of a dramatic character. In training for television, the broadcaster needs to develop his powers of imagination and observation in order to create all the physical aspects of a dramatic character: facial expression, posture, movement, gesture, attire, and the mode of handling properties. These physical aspects must be closely integrated with the character's speech and inner life. The radio actor has to learn how to create an image derived from the playwright's material and his own sum of instinctive and experienced emotions. Then he must transform himself into that image, so that the character's situations, objectives, and adaptations become his own. Seasoned with selected bits of observed reality, the imaginative approach by which the actor puts himself into the character's place, will make for honest and natural television acting. Radio's speech cliches will not work in television because the new medium exposes any insincerity of emoting, any crude pretension to being somebody else. If the actor lives the part, he will forget his own stage fright and all the distractions around him. Only then will the camera be his friend.

"Motor Responses" A Factor

The radio actor is not obliged to heed certain laws of psychophysics to which we are subject in our daily lives and which must be recreated in truthful acting. Because of his nearness to the reality of the viewer's home, the video actor—more than the stage actor—must learn how certain motor responses precede speech and how a sudden shock may freeze it. He must be able to reproduce that perfect co-ordination of emotion, thought, speech, and physical reaction which we easily possess in our daily lives but which is so difficult to obtain in acting. Because of the viewer's nearness to the set, and because of the frequent camera closeups, every flaw in the actor's co-ordination is easily detected on the home screen.

Must Forget Mike

The average radio actor's real partner is the microphone. Most of the time he addresses that static little machine and gives but scant attention to the members of the cast. A radio performer of this type cannot become a good television actor unless he learns the art of communion; for by a constant stream of give and take the video actor, even more than the stage performer, keeps in ever-changing rapport with an animate or inanimate partner. The statement that the theater calls for action, the screen for reaction applies also to the television screen. The better the video player's nervous system is attuned to that of his partner or else pitched against it, the more convincingly will his reaction register on the magic tube. To be most effective, this communion of actor and partners must be physical, mental, emotional.

Actors Must "Think"

Some radio actors will soon find out how dangerous television is to those who speak without thinking and think without feeling. The finest speech, the most graceful gesture, the keenest mind will fail to please unless the actor also exhibits an essential human quality of his own. Not only must he play the instrument of his personality with expert co-ordination; his personality must be a fine instrument. On the screen a face which fails to reflect an ever-changing kaleidoscope of thought and emotion like a still picture can hold attention only for three seconds. If radio actors can be made to act not from the depth of their voices but from the depth of their hearts, television may give us what the movies so rarely offer: a face mirroring a great emotion, a body transparent with the soul shining through.

Chicago And Its Television Future

By BILL IRVIN, Staff Correspondent, RADIO DAILY

"CHICAGO has a television future if it realizes it. It has every possibility New York has for becoming a tele center. It just got started a little later, that's all. With the advent of a few hundred more tele receivers in Chicago we'll be in the big time in television here."

In those words no less an authority than William C. Eddy, director of television and FM for Balaban and Katz, sums up the Chicago television outlook. In his capacity as B&K tele director, Bill Eddy supervises tele station WBKB with a daily schedule which adds up to approximately 11 operational hours weekly. A television pioneer and long noted for his wizardy in radio and electronics, Bill Eddy knows whereof he speaks when he predicts a bright outlook for television in Chicago. His words also command attention when he says:

"It's more logical for Chicago to be the television center of the country because of its geographical location."

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Aside from the geographical factor, Eddy points out that Chicago has the vitality, the wherewithal and the talent to make it a television center.

"We have set our goal to be the biggest and most important television station in the country," says Eddy, speaking of his plans for WBKB. "We at B&K are showmen. Our angle is not selling receivers. We are going to be salesmen of shows. We're taking advantage of every possible thing to increase quality and standards of programs. We have found a marked increase in sponsor interest, and also a marked increase in the use of professional talent. In the near future 90 per cent of the shows over WBKB will be commercial."

In line with his announced objective of making WBKB the biggest and most important tele station in the country, and indicative of his faith in Chicago's future place in television, Bill Eddy took the first step in his wide-scale expansion program for WBKB immediately after his retirement from the Navy a couple of months ago with the rank of captain. Until he put away his Navy blues for the second time, the job of helping to make Chicago a television center second to none had had to wait while Bill Eddy finished his wartime job of training three-quarters of a million American boys in the intricacies of radar. His efforts after Pearl Harbor to get back into the Navy a second time met with repeated failure because of several physical defects, including deafness. It was the deafness, incurred during experimental depth diving tests after his graduation from the U. S. Naval Academy at Annapolis, that caused a naval board to put him on the retired list in 1932. It was his suggestion, however, that the navy needed a radar training center which finally paved the way for his return to navy blues for the second time.

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Eddy's first move after returning to his civilian job at WBKB was to add a new hour-long program to its daily schedule, Mondays through Fridays. The time period is devoted mainly to experimental commercial and sustaining shows, with emphasis on spot plugs. The new period was added primarily to aid manufacturers in the Chicago area in the development of new type receivers. Increased demands for time as a result of greater agency interest in the development of new video programming techniques also was a factor, according to Eddy.

Another step taken by Eddy was the signing of a five-year pact between B&K and the management of the Chicago Coliseum for the exclusive televising by WBKB of all events taking place there during the next five years, particularly sports events such as ice shows, prize fights, basketball tourneys, roller derbies and wrestling matches.

Further assurance of Chicago's future dominant role in television is found in the FCC's allotment to the city of seven tele channels. As one television executive pointed out, that action by the FCC is a "challenge to Chicago to be a major television center."

Chicago also is a major link in a proposed television network in the middle west, the first step in the establishment of which the American Telephone and Telegraph Company recently took with the filing of applications with the FCC for authorization to build and operate micro-wave relay stations which would link the Windy City with Milwaukee. Such a system would cost approximately $500,000 and, in the event of favorable FCC action on the applications, would probably be ready for tests early in 1947. Terminals of the system would be the Illinois Bell Telephone Company's long distance center in Chicago and the Wisconsin Telephone Company's toll building in Milwaukee. Three radio repeater stations would be built along the way, one near Barrington, Ill., another in Illinois but near Wilmot, Wis., and the third near Prospect, Wis. During the experimental period the system would be used for tele transmission in cooperation with tele station WMJT in Milwaukee and any other broadcaster who might be able to use the facilities.

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Paul Mowery, director of television for the American Broadcasting Company, said that the network's plans for television activity in Chicago, while hinging on FCC action, are ready to be put into operation with the greatest possible speed.

"We are prepared to give television service in Chicago just as fast as possible," said Mr. Mowery.

How fast that will be is more a question of mechanics than training, he emphasized. The training of skilled television crews already is under way, so there will be no delay from the standpoint of competent personnel.

Station WGN long has had experimental television equipment on order. The date for starting such experimental operation, station officials said, depends wholly on when the equipment becomes available.

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Marshall Field and Company, Chicago department store, has a post-war top priority for the purchase and installation of a General Electric tele system to be used as an intra-store selling and promotion medium. The Chicago store was the first to order a tele system of the non-commercial type. However, plans for the installation of the intra-store system have not yet been made. But store officials have indicated a strong interest in the possibilities of television as a sales medium. They believe it holds tremendous potentialities, both inside the store as a service to customers and outside as an advertising medium to consumers.

FOR PHONE LISTINGS—OF IMPORTANT TELEVISION NUMBERS IN N. Y.-LOS ANGELES-CHICAGO-WASHINGTON PLEASE TURN TO PAGES 100-107

TELEVISION HIGHLIGHTS—1945

(From the Files of RADIO DAILY)

A review of the past year's television events indicates the tremendous possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY.

JANUARY

10—Keen interest in television as an important factor in displaying and merchandising goods as leaders in the industry discussed its various phases at the National Retail Dry Goods Association convention in New York.

12—A last minute request for permission to televise the inauguration of President Roosevelt was turned down by the White House because arrangements for press, radio and pix coverage had already been worked out.

16—Slicing by one-third the number of six-megacycle channels for television, the FCC announced that it believed the current monochrome service should not be scrapped on the promise that a new color tele system would someday be ready. Instead of the present 18 channels below 294 megacycles, there would be 12 according to the allocation system announced by the commission. These channels would be shared with non-interfering services.

17—Approval of the action by the FCC in its "decision favoring the continuance of commerical television in that portion of the spectrum currently used by television broadcasters" was voiced by J. R. Poppele, president of Television Broadcasters Association.

22—Tele and FM applications will not be served on a "first come, first served" basis, FCC Chairman Paul A. Porter told the FCC Bar Association.

26—Robert L. Gibson, vice-president and member of the board of directors of TBA resigned because his firm, GE, had shifted him to another department in the company. F. J. Bingley, chief television engineer for Philco, and a TBA board member was elected to the post of vice-president. The board vacancy was not filled.

30—At a meeting of Canadian Broadcasting Corp. governors, Dr. Augustin Frigon, general manager, in discussing television prospects in Canada, said that CBC had obtained a site in Toronto for the purpose of building a television station and, he added, that other stations would be established across Canada in due time.

FEBRUARY

2—Juan Trippe, Pan-American World Airways president announced the sponsorship of a new 15-minute world-travelogue television show titled, "Wings of Democracy."

7—Forecasting the possibilities of subscription television as a method of creating "box-office" for video, Arthur Levey, president fo Scophony Corp. of America, announced that SCA was contemplating production of home tele receivers for that purpose.

9—Technical employers of CBS were accorded the privilege of attending a special 60-week course in the operation of television studio and transmitter equipment beginning Feb. 12. Arranged in three 20-week segments, the tripartite course was given by the Division of General Education and College of Engineering of NYU under the direction of Dr. Peter Goldmark, CBS director of engineering research and development department, and Robert Serrell, member of CBS' television engineering operations, assisted by Mason Escher, technical staffer representing the IBEW.

14—Development of a new television technique known as "Tele-Minicatures" affording greater speed in production and increased economy, was announced by Patrick Michael Cunning, head of P. M. Cunning Tele. Products.

19—Newsreels and television were on an equal footing insofar as release dates of footage from the War Department was concerned. Only reason the tele pool received War Department footage later than the newsreel pool was that the department, in order to speed handling, did not copy the film itself.

20—Television, discontinued in Great Britain shortly after the start of the war, was resumed on a private-showing basis.

23—Maintaining their position that only the use of wide bands in the higher frequencies could provide television pictures with twice

the detail of television sets operating on prewar standards, CBS filed a brief with the FCC.

27—Blue Network inaugurated television from New York in addition to launching its regular schedule of tele broadcasts with programs from Schenectady. This advent marked the first time a broadcasting company originated and presented regularly broadcast network programs over more than one station.

MARCH

2—Col. William A. Roberts, appearing for TBA, presented the FCC with a suggested plan for allocation of television facilities in the major market areas of the country to provide at least 398 stations. This plan was designed to utilize the 12 six-megacycle channels proposed for commercial sale.

6—First web V-E Day planning was announced by the Blue Network when it revealed that arrangements had been made with the Du Mont Television Laboratories for the use of the entire facilities of WABD for tele broadcasts on victory day in Europe.

13—Formation of a company to produce films exclusively for television was announced by the Bond-Charteris Enterprises. The films, to be commercially sponsored, deal primarily with visualization of products for inclusion in televised advertisements. Other tele products will include 15 to 30-minute packaged television entertainments.

15—RCA showed a postwar model television receiver which projects an image of 16 x 21-1/3 inches and with FM and standard broadcast receiving facilities which will cost approximately $395. The new receiver was a decided improvement over the pre-war sets, and displayed an image of brilliance and clarity indicative of the progress made in electronic research.

19—Applications for licenses to construct and operate a national network of television and broadcasting stations to be linked via microwave, were filed on March 15 with the FCC by the Raytheon Mfg. Co., a subsidiary of the Raytheon Products Corp. of Boston, manufacturers of radio and tele equipment.

23—DuMont Laboratories highlighted their entertainment of the Television Broadcasters Association with a private showing of a new 20-inch cathode ray tube which had a flat surface and produced a direct view tele image 18 x 13½ inches.

26—Addressing a joint meeting of the American Institute of Electrical Engineers and the Institute of Electrical Engineers, Dr. C. B. Jolliffe, head of RCA Laboratories envisaged television as a five to ten billion dollar enterprise which would revolutionize the present way of life.

27—CBS stockholders were advised that the corporation had contracted with Federal Telephone and Radio Corp., for the first experimental transmitter for use in color transmission.

28—Television Producers Association adopted a standard form of television script along with a standard cue sheet, the latter using a three-column method.

APRIL

1—Twentieth Century-Fox leased from General Television Corp., the inactive tele station, WIXBG, Boston. The film company asked for an experimental license to operate the station. Plans include programming and the use of sound films for entertainment purposes.

2—Commercial sponsorship of the time breaks on the special V-E Day television programs of the Blue Network on WABD, was announced by Paul B. Mowry, manager of the web's tele department. Sponsor will be Waltham Watch Co.

11—Considered the first French-American program in television history, CBS tele station WCBW televised "Soldiers Without Uniforms," a drama based on the Paris resistance movement obtained from material brought to this country by Pierre Schaeffer and Pierre Garrigues, representatives of the French Broadcasting Service.

17—First multiple-relay television network in the world linking two major cities was proven technically practical in a demonstration between Washington and Philadelphia. This scientific demonstration revealed that it is entirely practical and possible to connect distant cities for television by a series of micro-wave tele relay transmitters.

26—John Ballantine, president of Philco Corp., announced that all Philco telecasting activities would be brought under one head. Ernest B. Loveman was appointed vice-president in charge and with the formation of the television broadcasting division of Philco Radio and Television Corp., every phase of the activity would be centralized under Loveman.

MAY

1—Paul L. Chamberlain, GE sales exec. told the Ad Club of Boston at a luncheon that television will supplement other forms of advertising to maintain the national income needed to keep American workmen on the job, and that a new dimension will be added to home entertainment which will provide one of the most powerful advertising media ever developed.

7—Bell System of the AT & T expects that some 2,000 miles of coaxial cable suitable for television and other long distance transmission will have been manufactured by the end of 1945 and that at least three-fourths of this cable mileage will be under ground by the same time.

15—Speaking before the Society of Motion Picture Engineers, Ralph B. Austrian, executive vice-president of RKO Television Corp.,

said he believed that it would be perfectly possible and feasible to release a tele show on film over a "first-run" group of stations and then re-release it in the same locality at a later time to a "second-run" group and finally a "subsequent run" group. He pointed out that any given locality can be fairly and completely covered.

18—Seven channels between 174 and 216 megacycles were definitely assigned television by the FCC, with the 480-920 mc. band also reserved for the new wide-band color tele. Six additional tele bands would be provided in the 44-108 mc. region—apportioning of which would be delayed pending further testing.

23—IT & T received a telegram from Guy Rabuteau, French scientist in charge of the laboratories of Le Materiel Telephonique, Paris, IT & T associate, which stated that despite German occupation, French research organizations had continued developing television and manufacturers were in a position to deliver pick-up equipment, transmitters, receivers suitable for black and white high definition tele and later on full color television.

27—First of a series of television programs covering the world of science and using both "live" talent and film, was inaugurated by the American Museum of Natural History in conjunction with NBC's station WNBT.

28—Senators Emil A. Bartunek and Lawrence A. Kane, formally introduced into the Ohio state legislature their bill which amended the Ohio censorship statutes to include television, along with motion pictures and other eligible productions. Proposed amendments included a fee of $3 for each 10 minutes of televised screen time or fraction thereof. This was the first tele censorship measure and levied fee as well.

30—As a contribution to the advancement of television production, George A. Hirliman, prexy of the Internation Theatrical and Television Corporation, announced that they would sponsor a national contest on July 1st offering 11 prizes which would include a $10,000 cash award to the best amateur film production submitted.

JUNE

5—A new type of experimentation looking toward development of a broad-band microwave relay system was approved when the FCC granted the Raytheon Mfg. Co., construction permits for five experimental relay stations to be installed between Boston and New York.

7—IATSE issued a charter to a new union in the field designated as Television Broadcasting Studio Employees, Local 794 of the Alliance. The new union, having been granted its charter, was expected to launch an intensive drive to unionize tele employees in New York.

11—In a move to further its activities in the field of commercial television, CBS revealed the appointment of George Moskovics as commercial manager of television operations, a newly created post made in anticipation of experimental commercial activities in the video field.

14—New television plastic lens and receiver, developed by RCA Victor from materials manufactured by Dun Pont, is expected to provide an image five times as large as those obtained with pre-war models, also, brighter images and reduced cost of the receiving sets are indicated, all based on discs of "Lucite" composition as basic material.

14—American Television Society held its final official meeting of the season in the auditorium of the Museum of Modern Art, with George T. Shupert, of Paramount Pictures taking over the reins as newly elected president. Awards for television activity during the season were made to various network and inde tele outlets as well as individual effort.

18—CBS tele facilities and personnel were made available to network clients on a "working basis" for testing, development and broadcasting of commercial video programs. While there would be no charge for time on the air, there would be a charge of $150 an hour for use of major studios, personnel and equipment.

20—Philco Radio applied to the FCC for three experimental relay broadcast stations to operate in New York, Philadelphia and Washington. Assignment of frequencies between 42 and 10,000 megacycles by the FCC chief engineer was asked.

25—John F. Royal, NBC vice-prexy in charge of television, speaking at the opening of the fourth annual NBC-Northwestern U summer radio institute, forecast that television would be a great force for peace during the coming years.

26—First large scale relay experiments for tele and FM to be undertaken between Los Angeles and San Francisco were forecast by the application to the FCC of the International Business Machines for relay terminal stations with 15 watts power in those two cities.

27—FCC announced the assignment of the first six tele channels. Channel No. 1, 44-50 mc.; channels No. 2 3 and 4, 54-60, 60-66 and 66-72 mc.; channels No. 5 and No. 6, 76-82 and 82-88 mc.

27—A large screen tele receiver, which produced a picture 16 x 22 inches and included a radio-phonograph unit was unveiled by GE at a press showing held in New York.

29—A RADIO DAILY survey revealed that tele industry leaders were pleased by the FCC's channel allocations.

JULY

9—CBS was reported to have obtained the American rights for 1,000 line television as developed in France and also new foreign patents covering colored television.

10—Experimental tele transmission in England will get under way in January, and the commercial aspects of the media, dormant since the outbreak of the war will be stressed in accordance with an ambitious developmental program already mapped out.

13—Little criticism was expressed at the informal engineer hearing on FCC's proposed standards and regulations for tele stations.

17—Zoning Adjustment Board of the District of Columbia following a seven-hour hearing, denied the Bamberger Broadcasting Service, Inc., permission to locate a rtansmitting station and 300-foot tele tower in a residential area selected in the northwest section of Washington.

18—The FCC released to the industry its proposed technical specifications for tele operation on the 13 six-megacycle bands presently allocated for commercial operation. The industry in general was well pleased with the Commission proposals.

19—George E. Markham, manager of WRGB, Schenectady, speaking before a two-day symposium on tele and the future at the University of Michigan, declared that television would supplement the newspapers, radio, theater and the movies, but would not replace them.

20—Plans for the first full-fledged television field tests in the New York metropolitan area using higher frequencies as proposed by the FCC reallocations to be conducted by NBC in collaboration with RCA Laboratories, were announced by Dr. C. B. Joliffe, vice-president in charge of the RCA Labs.

25—Music Corporation of America announced that it had added a new television department, to be under the head of Roger Carlin, former legit theater producer and Paramount man.

AUGUST

1—Television department of NBC and the New York City Board of Education have readied plans to launch the first comprehensive experiment in the adaptation of tele to classroom education. Announcement was jointly made by John E. Wade, Superintendent of Schools and John F. Royal, NBC v.p. in charge of television.

3—Bob Feiner, Jr., program assistant for WCBW, CBS tele station, was named assistant director of television programs for CBS.

7—Purchase for post-war delivery of a 40 kilowatt television transmitter was announced by Harry R. Lubcke, tele director of Don Lee Tele and Don Lee Broadcasting Systems. The west coast web has filed with the FCC for permission to install the transmitter 5,800 feet above sea level on Mt. Wilson.

9—A plan for utilizing stratosphere airplanes cruising six miles in the air for the transmission of television and FM was revealed by execs. of the Westinghouse Electric Corp. in collaboration with the Glenn L. Martin Company.

20—CBS announced that it would install a new ultra-high frequency television transmitter in the Chrysler Bldg. in December. The transmitter would broadcast tele in high definition color, on a frequency of 485 megacycles. A coaxial cable carrying the 10-megacycle signal would connect the transmitter to the labs at Madison Ave., via the studios in Grand Central Terminal.

24—Television stations will have a total national payroll of over 16 million dollars, Paul E. Carlson, merchandising manager of Allen B. Dumont Laboratories, Inc., predicted in an address before the opening session of the Board of Education sponsored War Industries Training Program in New York.

27—The Chicago public school system will use television as an integral part of its educational program for the first time, starting the week of September 17, it was announced by George Jennings, director of the Radio Council of the Board of Education. In cooperation with Balaban and Katz tele station, WBKB, Jennings has arranged a weekly series of 13 experimental telecasts to originate in the station's studios. The shows will be picked up on special receivers to be installed in two schools.

30—John Wanamaker Company announced that a deal has been consummated with the Allen B. DuMont Laboratories, Inc., for the installation of three complete television studios in the main New York store.

SEPTEMBER

11—Announcement was made of the resignation of Gilbert Seldes, director of CBS television programs, effective as of September 28, in order to be free to do independent work in the video field. No successor was appointed.

11—Ted Collins, Kate Smith manager and partner, confirmed rumors that he would undertake a $1,000,000 tele laboratory enterprise in Jacksonville, Fla.

18—WABD, DuMont television station in New York, left the air until December 15 in order

to make the switchover from Channel 4 to Channel 5. The suspension of tele transmission of activities during the period of technical readjustment was approved by the FCC.

19—The American Broadcasting Company announced that following the conclusion of telecasting activities at DuMont's station WABD, television operations would be carried on from station WRGB, Schenectady.

20—Recalling its statement of May 25th that insufficient frequencies are available below 300 mc. to provide "a truly nation-wide and competitive television system," the FCC issued its proposed allocation of frequencies among the rural, metropolitan and community telecasters.

24—Technical operations of CBS television are being integrated with the web's other New York broadcasting operations. Progress of various phases of CBS television research under Dr. Peter Goldmark's department of engineering research and development has made integration possible.

25—The FCC threw out 16 applications for experimental tele and developmental FM facilities on the grounds that clear need for these stations to carry on meritorious research plans was not shown.

27—Edward Sobol, NBC tele producer told a panel and members of the American Television Society that the script is the most important part of the television program, and script writers would become a very important cog in the machine of television production.

OCTOBER

1—The Motion Picture Producers and Distributors Association does not plan to inject itself into the television scene, new prexy Eric Johnston declared during his first press conference after succeeding Will Hays.

4—Revision of the tentative assignments of channels for commercial television, including changes in the number of metropolitan stations permitted in many communities, as well as changes in the channel numbers assigned in some cases, were reported by the FCC.

5—DuMont Television signed a five-year contract with the Television Studio Broadcasting Employees Union, Local 794 of the IATSE.

11—Paul Kesten, CBS vice-president, announced at the FCC Television hearing in Washington that his company would be ready in a few weeks for public demonstrations of its wide-band polychrome tele service, thereby raising the question as to the extent to which sponsors of the narrow-band service would be willing to invest in the monochrome tele. The second challenge came from TBS, which announced a new allocation setup which would provide seven tele stations for New York City, which was allocated only four under the FCC plan announced earlier, and, in all, 401 stations for 135 cities—59 more stations than provided in the FCC plan.

17—Return to native shores of the U. S. Fleet was covered by television both in New York and San Francisco and televised in the East over WNBT by NBC and WCBW by CBS.

19—Motion picture film promises to furnish much valuable source material for video programs, what with the constant new developments occurring in the field of research and manufacturing, according to an address by John Flory, of Grant, Flory and Williams, film manufacturers.

23—Dr. C. B. Joliffe, v.p. in charge of RCA Labs, revealed that utilization of the recently announced super-high-frequency radio relay system for network television, was not engineered to permit television transmission.

25—A revolutionary new development in the camera technique of television was demonstrated to the press and electronics engineers by RCA using a super-sensitive pick-up tube known as the "image orthicon." The demonstration proved conclusively that a good image could be obtained through the use of the new electronic eye under ordinary lighting conditions.

30—Application for construction of a tele transmitter and studios in San Francisco was filed with the FCC by Television Productions, Inc. Plans of the company also included a West Coast relay network embracing the Hollywood and San Francisco coast-to-coast television web projected by Paramount.

NOVEMBER

1—Extensive television coverage of New York's first peacetime municipal election in six years was scheduled by network video stations, with audiences being provided with newsy, on-the-spot scenes of events taking place during Election Day on November 6.

6—The first major intra-store television demonstration undertaken by RCA-Victor in Gim-

bel's Department Store in Philadelphia was proven "eminently successful" and definitely established tele as a powerful selling medium, representatives of both RCA and Gimbels indicated. An RCA representative said that plans were being completed to take the intra-store video unit on a nationwide tour of the largest department stores of America.

7—The Studio of Dramatic Arts offered a 16-week course in television acting, designed to "retrain radio actors for the visual medium." Director of the course was John Reich, professor at New York U, and former dramatic director of CBS television.

13—The first Television contract in Chicago was signed by International Photographers of the Motion Picture Industries and Television Film Shorts, Inc.

15—Keith S. McHugh, vice-president of A T & T, announced that a coaxial cable between Washington and New York would be made available, without charge, to television broadcasters early in January. The first program over the new cable will be a co-operative venture with WNBT, DuMont and WCBW participating in the historic telecast.

16—CBS has applied for a license for its new experimental Tele Station to operate on the higher frequencies between 480 and 496 megacycles. CBS disclosed it was "ready to go" on its wider band, full-color broadcasting. Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, speaking before a meeting of the Radio Executives club in New York, said "Television is ready to go." Dr. Jolliffe stated that the time is here when management must take television out of the engineering laboratory and give it a chance to grow.

20—Victory Loan films will be broadcast over nine tele stations for the first concerted drive of its kind, the Treasury Department has announced.

23—FCC's Television rules issued. As a whole, FCC followed many industry recommendations in issuing the new rules. Granted seven channels in New York and relaxed its original minimum operating order but did not change its order making chain broadcasting regulations applicable to tele stations.

26—Roundup of applications for construction of new commercial television stations now on file with the FCC shows a wide-open scramble is in the making for new tele channel designations. The demand for frequencies far exceeds the supply in major cities.

26—A telegraphic survey of the industries reaction to the FCC tele allocations, conducted by Radio Daily, shows, in most instances, the allocations were interpreted as the signal to go ahead with manufacturing and station developments.

DECEMBER

3—Washington was selected as "testing ground" for wide-open scramble for television stations in large cities Friday, when the FCC announced a consolidated hearing on nine applications for the capital's four channels. No date for the hearing has been set.

5—Intra-store tele shown by RCA. First New York demonstration draws big merchandising interest. Manufacturers and retailers of consumer goods believe television will play a highly important role in the merchandising of such commodities in the near future.

6—Consolidated hearing on nine applications for Washington's four television channels will begin on Jan. 21. The ten-day hearing will end on Feb. 1, the Commission announced in setting the date.

7—RCA's tele patents and others in the radio field are to be made generally available to manufacturers, Henry A. Wallace, Secretary of Commerce, announced yesterday.

13—A. T. & T. announces construction plans for video relay outlets linking Milwaukee and Chicago.

14—RCA demonstrates color television. About five years will elapse before practical home color tele will be available to the public, they said.

26—The FCC has announced assignment of channels for six commercial tele licenses and for ten experimental stations.

27—President Truman's appearance before Congress next month to deliver his annual message will be televised for the first time in the nation's history. NBC, CBS and DuMont will telecast the event.

Washington Natural Television Center

By ANDREW H. OLDER, Staff Correspondent, RADIO DAILY

AS PEACE broke out the future of television was more confused than ever. Only one thing was certain—that pre-war estimates of the eventual importance of tele will be not only borne out but actually surpassed. It will be many years before motion pictures and sound broadcasting are displaced by television—if ever—but it will not be so very long before tele takes equal rank in importance alongside these two great media of news and entertainment.

Here in Washington, through the war years, two agencies—War and Navy—have been primarily concerned wit television.

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With the war over, the new technical developments will again be announced from Camden, Chicago, New York, Philadelphia and the other homes of leading private tele manufacturers. How much of value the industry will gain as German techniques are released by the Department of Commerce is questionable—thus far it seems that American technicians were far ahead of the Nazi researcers in tele. Some aid in color projection may be realized from the enemy processes.

The biggest headache, insofar as overall regulation is concerned, lies with the FCC. For the past two years the FCC has been squarely in the middle as the proponents of "downstairs" and "upstairs" video carry on their battle. Although there are signs that a commission majority believes tele will approach its full utility only on the wider bands above 480 megacycles, a policy of strict impartiality has been maintained as proponents of the two systems battle it out with press releases and feverish experimental work.

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The commission has simply insisted that television—without specifying which system—is coming out of its swaddling clothes.

The "downstairs" television interests were not overly pleased with the apportionment of the spectrum below 300 megacycles, justly pointing out that 13 video channels is insufficient for full-magnitude development of the service. Although the FCC revised its allocation of these channels to make more stations possible in New York and other major centers than it had originally provided, the fact is that so long as licenses are confined to the 13 "downstairs channels" video will not achieve the competitive development scheduled for it.

A year-end development of uncertain importance was the anti-trust suit filed by the Department of Justice against the Scophony Corporation and affiliates of Twentieth Century-Fox and Paramount Pictures. Of far-reaching importance in the development of theater television on a broad nation-wide basis, the importance of the suit as it affects home video could not be clearly established. There are those who believe that the larger projections embodied in Scophony's "supersonic" system might provide an important improvement for home video sets if inclusion of the necessary design in the sets were freely permitted.

It is claimed also that the "skiatron" system developed by Scophony makes possible use of the subtractive principles of color employed in Technicolor and Kodachrome photography. No commercial sets embodying these principles have been developed, although Paramount—one of the controllers of the patents for the Western Hemisphere—is half owner of the Allen B. DuMont Laboratories.

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The big question is what the next year will bring in the line of regulatory policies on television. Most important question, of course, is the extent to which the FCC will indicate its superior faith in the "upstairs" system. And that is a decision which must be reached not on the basis of investments in the two systems but rather on the basis of public interest.

On March 7, 1946, the FCC awarded three of the four Washington television channels to NBC, Bamberger Broadcasting Co., and the Evening Star Broadcasting Co. The fourth channel, sought by both Du Mont and Philco, will be settled at another commission hearing. Both applicants have been invited to present additional arguments.

Garo W. Ray
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Classification of Television Stations and Allocations Of Frequencies

RULES Governing Television Broadcast Stations. Subpart D. Sections 4,201 *through* 4,281, *are repealed, and the following is substituted* (*by the FCC*) *therefor*:

§3.601 *Numerical Designation of Television Channels.* — The channels or frequency bands set forth below are available for television broadcast stations.

Channel No.	*Megacycles*
1	44—50
2	54—60
3	60—66
4	66—72
5	76—82
6	82—88
7	174—180
8	180—186
9	186—192
10	192—198
11	198—204
12	204—210
13	210—216

§3.602 *Sharing of Television Channels.* —Channels 1 through 5 and 7 through 13 are available for assignment to radio services other than television upon a showing that no mutual interference will result.

§3.603 *Community stations.* — (a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceed an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§3.604 *Metropolitan stations.* — Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average terrain, as determined by the methods prescribed in Standards of Good Engineering Practice concerning television broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural.

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the sta-

(*Continued on Page* 1021)

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729 SEVENTH AVENUE - - - NEW YORK CITY

Commercial Television Broadcast Channels

As allocated to Metropolitan Districts by the FCC

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. Metro-politan	Channel Nos. Com-munity	Total Stations Metro-politan	Total Stations Com-munity
Akron	35	349,705	11		1	1
Albany, Schenectady, Troy	23	431,575	2, 4, 7, 9, 11		5	
Allentown, Bethlehem, Easton	43	325,142		8		
Altoona	111	114,094	9		1	
Amarillo	136	53,463	2, 4, 5, 7		4	
Asheville	132	76,324	5, 7, 12		3	
Atlanta	25	442,294	2, 5, 8, 11		4	
Atlantic City	83	100,096		8		1
Augusta, Ga.	135	87,809	6, 12		2	
Austin	106	106,193	8, 10, 12		3	
Baltimore	13	1,046,692	2, 11, 13		3	
Port Arthur, Beaumont	90	138,608	3, 6, 8, 10		4	
Binghamton	75	145,156	12		1	
Birmingham	42	407,851	4, 9, 13		3	
Boston	5	2,350,514	2, 4, 7, 9, 13		5	
Bridgeport, Conn.	53	216,621		1		1
Buffalo, Niagara	14	857,719	4, 7, 9, 13		4	
Canton, Ohio	63	200,352		1		1
Cedar Rapids	115	73,219	7, 11		2	
Charleston, S. C.	127	98,711	7, 10, 13		3	
Charleston, W. Va.	88	136,332	7, 11, 13		3	
Charlotte	99	112,986	3, 9, 11		3	
Chattanooga	76	193,215	3, 6, 10, 12		4	
Chicago	2	4,499,126	2, 4, 5, 7, 9, 11, 13		7	
Cincinnati	16	789,309	2, 4, 7, 11		4	
Cleveland	9	1,214,943	2, 4, 5, 7, 9		5	
Columbia	117	89,555	2, 4, 8		3	
Columbus, Ga.	133	92,478	3, 12		2	
Columbus, Ohio	29	365,796	3, 6, 8, 10		4	
Corpus Christi	121	70,677	3, 6, 8, 10		4	
Dallas	27	376,548	4, 8, 12		3	
Davenport, Rock Island, Moline	67	174,995	2, 4, 5, 9		4	
Dayton	44	271,513	5, 13		2	

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. Metropolitan	Channel Nos. Community	Total Stations Metropolitan	Total Stations Community
Decatur	122	65,764	2		1	
Denver	26	384,372	2, 4, 5, 7, 9		5	
Des Moines	59	183,973	2, 4, 5, 9		4	
Detroit	6	2,295,867	2, 4, 5, 7, 9		5	
Duluth / Superior	72	157,098	3, 6, 8, 10		4	
Durham	139	69,683	4, 7		2	
El Paso	105	115,801	2, 4, 5, 7		4	
Erie	95	134,039	12		1	
Evansville, Ind.	93	141,614	2, 11		2	
Fall River / New Bedford	55	272,648		1		1
Flint	64	188,554	11		1	
Fort Wayne	81	134,385	2, 4, 7, 9		4	
Fort Worth	51	207,677	2, 5, 10		3	
Fresno	79	97,504	2, 4, 5, 7		4	
Galveston	131	71,677	9, 11, 13		3	
Grand Rapids	57	209,873	7, 9		2	
Greensboro	130	73,055	2, 10		2	
Hamilton / Middletown	110	112,686	9		1	
Harrisburg	70	173,367	8		1	
Hartford / New Britain	20	502,193	8, 10		2	
Houston	21	510,397	2, 4, 5, 7		4	
Huntington, W. Va. / Ashland, Ky.	92	170,979	5		1	
Indianapolis	24	455,357	3, 6, 8, 10, 12		5	
Jackson	128	88,003	2, 4, 5, 7		4	
Jacksonville	66	195,619	2, 4, 6, 8		4	
Johnstown, Pa.	100	151,781	13		1	
Kalamazoo	112	77,213	3		1	
Kansas City, Mo. / Kansas City, Kans.	17	634,093	2, 4, 8, 11		4	
Knoxville	87	151,829	2, 4, 5, 9		4	
Lancaster	91	132,027		4		1
Lansing	94	110,356	6		1	
Lincoln	109	88,191	10, 12		2	
Little Rock	98	126,724	3, 6, 8, 10		4	
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11, 13		7	

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. Metro-politan	Channel Nos. Com-munity	Total Stations Metro-politan	Total Stations Com-munity
Louisville	33	434,408	5, 9		2	
Lowell, Lawrence, Haverhill	45	334,969	6		1	
Macon	137	74,830	4, 7, 10		3	
Madison	101	78,349	9		1	
Manchester	118	81,932		1		1
Memphis	37	332,477	2, 4, 5, 7, 9		5	
Miami	38	250,537	2, 4, 5, 7		4	
Milwaukee	15	790,336	3, 6, 8, 10		4	
Minneapolis, St. Paul	11	911,077	2, 4, 5, 7, 9		5	
Mobile	119	144,906	3, 5, 9, 11		4	
Montgomery	126	93,697	6, 10		2	
Nashville	56	241,769	4, 5, 7, 9		4	
New Haven	39	308,228		6		1
New Orleans	31	540,030	2, 4, 6, 7, 10		5	
New York, Northeastern New Jersey	1	11,690,520	2, 4, 5, 7, 9, 11, 13		7	
Norfolk, Portsmouth, Newport News	47	330,396	4, 7, 11, 13		4	
Oklahoma City	52	221,229	2, 4, 5, 9		4	
Omaha, Council Bluffs	40	287,269	3, 6, 7		3	
Peoria	69	162,566	3, 6, 12		3	
Philadelphia	4	2,898,644	3, 6, 10, 12		4	
Phoenix	84	121,828	2, 4, 5, 7		4	
Pittsburgh	8	1,994,060	3, 6, 8, 10		4	
Portland, Maine	89	106,566	3, 8		2	
Portland, Oreg.	22	406,406	3, 6, 8, 10, 12		5	
Providence, R. I.	18	711,500	11		1	
Pueblo	140	62,039	3, 6, 8, 10		4	
Racine, Kenosha	97	135,075		1		1
Reading	73	175,355		5		1
Richmond	48	245,674	3, 6, 8, 10		4	
Roanoke	104	110,593	5, 9, 12		3	
Rochester	28	411,970	2, 6, 11		3	
Rockford	102	105,259	12		1	
Sacramento	54	158,999	3, 6, 10		3	
Saginaw, Bay City	77	153,388	3, 8, 13		3	
St. Joseph	129	86,991	13		1	

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. Metro-politan	Channel Nos. Com-munity	Total Stations Metro-politan	Total Stations Com-munity
St. Louis	10	1,367,977	4, 5, 7, 9, 13		5	
Salt Lake City	58	204,488	2, 4, 5, 7, 9		5	
San Antonio	50	319,010	2, 4, 5, 7, 9		5	
San Diego	49	256,268	3, 6, 8, 10		4	
San Francisco / Oakland	7	1,428,525	2, 4, 5, 7, 9, 11		6	
San Jose	78	129,367	13		1	
Savannah	114	117,970	3, 5, 9, 11		4	
Scranton / Wilkes-Barre	30	629,581	11	1	1	1
Seattle	19	452,639	2, 5, 7, 11		4	
Shreveport	96	112,225	2, 4, 6, 8		4	
Sioux City	107	87,791	4, 9, 11, 13		4	
South Bend	80	147,022		1		1
Spokane	71	141,370	2, 4, 5, 7, 9		5	
Springfield, Ill.	103	89,484	8, 10		2	
Springfield, Mass. / Holyoke	32	394,623	3	1	1	1
Springfield, Mo.	134	70,514	2, 4, 5, 9		4	
Springfield, Ohio	125	77,406		1		1
Stockton	108	79,337	8		1	
Syracuse	46	258,352	5, 8, 10		3	
Tacoma	74	156,018	4, 9, 13		3	
St. Petersburg / Tampa	61	209,693	2, 4, 5, 7		4	
Terre Haute	116	83,370	4		1	
Toledo	34	341,663	13		1	
Topeka	123	77,749	7, 11		2	
Trenton	60	200,128		1		1
Tulsa	65	188,562	3, 6, 8, 10		4	
Utica / Rome	68	197,128	3, 13		2	
Waco	138	71,114	3, 6, 9, 11		4	
Washington	12	907,816	4, 5, 7, 9		4	
Waterbury	85	144,822	12		1	
Waterloo	120	67,050	3, 6, 13		3	
Wheeling	82	196,340	12		1	
Wichita	86	127,308	2, 4, 5, 9		4	
Wilmington	62	188,974		7		1
Winston-Salem	124	109,833	6, 8		2	
Worcester	41	306,194	5		1	
York	113	92,627		1		1
Youngstown	36	372,428	13		1	

FOR COMPLETE EQUIPMENT SECTION CLOSELY ALLIED TO TELEVISION — PLEASE REFER TO PAGE 1035

Television
Broadcasting Stations

As of March 1, 1946

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial Television Broadcast Stations Licensed By The Federal Communications Commission

Location	Licensee	Call Letters	Old* Channel No.	New** Channel No.	Vis. Power	Aural Power
	ILLINOIS					
Chicago	Balaban & Katz Corp.	WBKB	2	3 or 4	4KW	2KW
	NEW YORK					
New York	Columbia Broadcasting System, Inc.	WCBW	2		3KW	2.5KW
New York	Allen B DuMont Labs. Inc.	WABD	4		4KW	1KW
New York	National Broadcasting Co. Inc.	WNBT	1	4	5.2KW	2.2KW
Schenectady	General Electric Co.	WRGB	3		40KW	20KW
	PENNSYLVANIA					
Philadelphia	Philco Radio and Television Corp.	WPTZ	3		3KW	3KW

List of Construction Permits Outstanding for Commercial Television Stations

	CALIFORNIA					
Hollywood	Don Lee Broadcasting System	KTSL	1	1	4KW	2KW
	ILLINOIS					
Chicago	Zenith Radio Corp.	WTZR	1		2KW	2KW
	WISCONSIN					
Milwaukee	The Journal Company	WMJT	3	3 or 4	4KW	2KW

* Old Channel means one of the 18 channels assigned to commercial television stations prior to the Commission's allocation report of June 27, 1945.

**New Channel means one of the 13 channels finally assigned to commercial television stations by the Commission's allocation report of June 27, 1945.

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

WBKB

CHICAGO

CHANNEL 2

Frequency.....61.25 mc.: 65.75 mc.
Power .....4 Kw.; 2 Kw.
Effective Signal Radiated.....796
Owned-Operated By.....Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 6446
Transmitter & Antenna Location.190 N. State St.
Time on the Air....1-2 p.m.; 4-5 p.m.; 7:15-9 p.m.
News Service.....Transradio
Transcription Service.....World Broadcasting

Personnel

Director of Television.....William C. Eddy
General Manager....Reinald Werrenrath, Jr.
Station Manager.....George W. Thomas
Program Manager.....A. Warren Jones
Publicity Director.....Herbert T. Lyons
Chief Engineer.....A. H. Brolly

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

ACTIVITIES

News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational; lessons in dancing, Spanish, exercises for health and beauty.

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W9XZV—(WTZR) W9XZC

CHICAGO

CHANNEL 1
(Experimental)

Frequency: W9XZV, 50-56 mc.; W9XZC, 512-528 mc. Power: Sight and Sound, 1000 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location..6001 Dickens Ave.
Time on the Air.....Unlimited license

Personnel

President-General Mgr.....E. F. McDonald, Jr.
Station Manager.....J. E. Brown
Program Director.....E. F. Classen, Jr.

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WCBW

NEW YORK CITY

CHANNEL 2

Frequency.....54-60 mc.; Sight, 61250; Sound, 65700
Owned-Operated By...Columbia Broadcasting System
Business Address.....15 Vanderbilt Ave.
Phone Number.....Murray Hill 6-6340
Studio Address.....15 Vanderbilt Ave.
Transmitter & Antenna Location.....Chrysler Building
Time on the Air....Tues. 8-9:30 p.m.; Wed. 8-9:45 p.m.; Fri. 8-9 p.m.; plus remote pickups
News Service .....UP

Personnel

V.-P. in Charge.....Lawrence W. Lowman
Station Manager.....Worthington Miner
Commercial Manager.....George Moskovics
Sales Promotion.....Harry H. Barnhart, Jr.
Asst. Program Director.....Ben Feiner, Jr.
Production Manager.....Charles Holden
Publicity Director.....James J. Kane
Musical Director.....Paul Belanger
Director Research-Development.....Dr. Peter C. Goldmark
In Charge of Operations.....Merritt Coleman
Director CBS Tele Audience Research Institute.....Dr. Donald Horton
In Charge Technical Operations .....Henry Grossman
Director Television Plans Div....Leonard Hole

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W6XYZ

HOLLYWOOD

(Paramount Studio Lot)
CHANNEL 5
(Experimental)

Frequency.....76-82 mc.; Power: Visual 4 Kw; Oral 1 Kw.
Owned-Operated By....Television Productions, Inc..
Business Address.....5451 Marathon St., Hollywood 38

Phone Number .....Hollywood 2411
Transmitter and Antenna Location, Mount Wilson
Time on the Air.....Six Hours Per Week

Personnel

President .....Paul Raibourn
Vice-President .....Bernard Goodwin
Vice-President.....Y. Frank Freeman, Jr.
Station Director .....Klaus Landsberg

FACILITIES

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES

W6XYZ has operated regularly since February 1, 1943, each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been aired.

KTSL

LOS ANGELES (HOLLYWOOD)—EST. 1931

CHANNEL 1

MUTUAL—DON LEE BDCT. SYSTEM

Frequency .....
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated 5600
Owned-Operated By.....Don Lee Broadcasting System
Business Address.....3800 Mount Lee Drive
Phone Number .....Hollywood 8255
Transmitter & Antenna Location....3800 Mount Lee Drive
Time on the Air.....Alternate Mondays, 7 to 10 p.m.
News Service.....AP, INS
Transcription Service .....World
Representative .....John Blair

Personnel

President .....Thomas S. Lee
Vice-President and General Manager .....Lewis Allen Weiss
Station Manager.....Harry R. Lubcke
Chief Television Engineer.....Harry W. Jury
Commercial Manager.....Sydney Gaynor
Sales Promotion.....Herb Sonnenberg
Production Manager.....Jack Stewart
Stage Manager.....Ted Driscoll
Publicity Manager.....Harriet Crouse
Film Editor.....Marjorie Campbell
Asst. Program Director.....Grace Neville
Record M. C.....Johnny Courcier

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

RECEIVERS: There are some 400 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distance. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO.

WMJT

MILWAUKEE

CHANNEL 3
(C. P. Only)

Owned-Operated By.....The Journal Co.
Business Address.....333 W. State St.
Studio Address.....720 East Capitol Drive
Phone Number .....Marquette 6000
Transmitter & Antenna Location.....720 East Capitol Drive
Newspaper Affiliation.....The Journal Co.

WABD

NEW YORK CITY

CHANNEL 5

Frequency .....76-82 mc.
Power...Sight, 4000 Watts; Sound, 1000 Watts
Owned-Operated By.....Allen B. Du Mont Laboratories, Inc.
Business-Studio Address....515 Madison Ave.
Studios.....Wanamakers, Broadway at 9th St.
Phone Number.....PLaza 3-9800

Transmitter and Antenna Location.....Same
Time on the Air.....Unlimited

Personnel

President.....Allen B. Du Mont
General Manager.....Samuel H. Cuff
Asst. Gen. Mgr.....Robert F. Jamieson
Chief Engineer.....Sal Patreimo
Chief Operating Engineer.....Otis Freman

FACILITIES

The 160-foot tower of WABD atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

ACTIVITIES

This outlet serves not only as a commercial telecast service but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television have been granted use of station facilities.

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WNBT
NEW YORK CITY
CHANNEL 4

Frequency .....66-70 mc.
Power Sight, 5000 Watts; Sound, 3000 Watts
Effective Signal Radiated 1800
Owned-Operated By.....National Broadcasting Co.
Business Address.....30 Rockefeller Plaza
Phone Number .....CIrcle 7-8300
Studio Address.....30 Rockefeller Plaza
Transmitter & Antenna Location.....Empire State Bldg. Tower
Time on the Air...Approx. 18 hours per week

Personnel

NBC Vice-President, in Charge of Television.....John F. Royal
NBC V.-P. & Chief Engineer....O. B. Hanson
Manager of Television Dept...Noran E. Kersta
Executive Producer.....Warren Wade
NBC Press Dept.....Sydney H. Eiges
Television Editor.....Allan H. Kalmus
Eastern Sales Manager.....Reynold R. Kraft
Business Manager.....John T. Williams

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WPTZ
PHILADELPHIA
CHANNEL 3

Frequency .....60-66 mc.; Sight, 4 Kw.; Sound, 4 Kw.
Effective Signal Radiated...Approximately 335
Owned-Operated By.....Philco Radio & Television Corp.
Business Address.....Tioga and C Sts.
Phone Number .....Nebraska 5100
Transmitter & Antenna Location...Wyndmoor, Pa.
Time on the Air: Monday, Wednesday & Friday evenings, 7:45-9:45; Experimental W3XE, Monday through Friday afternoons, 1:30-2:30.

Personnel

Vice-President-Television Broadcasting Div.....Ernest B. Loveman
Chief Television Engineer.....F. J. Bingley
Station Manager .....Walter Merkle
Program Manager.....Paul Knight

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WRGB
SCHENECTADY, N. Y.
CHANNEL 3

Frequency.....66-72 mc.; Power: Visual, 40,000 Watts, Oral, 20,000 Watts
Owned-Operated By.....General Electric Co.
Effective Signal Radiated 3100
Business Address.....60 Washington Ave.
Phone Number 4-2211
Transmitter & Antenna Location.....New Scotland, N. Y.
Time on the Air.....Nine Hours Weekly

Personnel

Vice-President and Manager of Broadcasting.....Robert S. Peare
Assistant Manager.....B. W. Rowan
Manager.....G. E. Markham
Acting Supervisor of Production.....H. T. Rhodes
Chief Enginer.....B. H. Cruger

FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district.

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Pending Applications for Commercial Television Broadcast Stations

City	*Applicant*
Akron, Ohio	United Broadcasting Co.
Albany, N. Y.	General Electric Co.
Albuquerque, New Mex.	Albuquerque Broadcasting Co.
Ames, Iowa	Iowa State College of Agri. & Mech. Arts
	Hearst Radio, Inc.
Baltimore	Maryland Broadcasting Co.
Baltimore	The Tower Realty Co.
Baltimore	Jos. M. Zamoiski Co.
Baltimore	E. Anthony & Sons, Inc.
Boston	Allen B. DuMont Lab. Inc.
Boston	Filene's Television, Inc.
Boston	New England Theaters, Inc.
Boston	Westinghouse Radio Stations, Inc.
Boston	The Yankee Network, Inc.
Boston	The Connecticut Television Co.
Bridgeport (6½ miles out)	
Buffalo	WEBR, Inc.
Chicago	American Broadcasting Co., Inc.
Chicago	Balaban & Katz Corp.
Chicago	Johnson Kennedy Radio Corp.
Chicago	National Broadcasting Co., Inc.
Chicago	Raytheon Mfg. Co.
Chicago	Zenith Radio Corp.
Chicago	WGN, Inc.
Cincinnati	Cincinnati Broadcasting Co.
Cincinnati	The Crosley Corp.
Cleveland	National Broadcasting Co., Inc.
Cleveland	Scripps-Howard Radio, Inc.
Cleveland	United Broadcasting Co.
Cleveland	The WGAR Broadcasting Co.
Cleveland	WJW, Inc.
Columbus	Centrol Ohio Broadcasting Co.
Columbus	The Crosley Corp.
Columbus	United Broadcasting Co.
Dallas	Interstate Circuit, Inc.
Dallas	KRLD Radio Corp.
Dayton	The Crosley Corp.
Denver	KLZ Broadcasting Co.
Detroit	The Evening News Assn.
Detroit	International Detrola Corp.
Detroit	The Jam Handy Organization, Inc.
Detroit	King Trendle Broadcasting Corp.
Detroit	United Detroit Theatres Corp.
Detroit	WJR, The Goodwill Station
Fresno, Calif.	J. E. Rodman
Harrisburg, Pa.	Keystone Broadcasting Corp.
Hartford	The Travelers Broadcasting Service Corp.
Hartford	The Yankee Network, Inc.
Indianapolis	The Wm. H. Block Co.
Indianapolis	Capitol Broadcasting Corp.

City	Applicant
Indianapolis	Indianapolis Broadcasting Inc.
Indianapolis	WFBM, Inc.
Jacksonville, Florida	Jacksonville Broadcasting Corp.
	WJAC, Inc.
Johnstown, Pa.	The Kansas City Star Co.
Kansas City, Mo.	Lancaster Television Corp.
Lancaster (3½ miles out)	WGAL, Inc.
	American Broadcasting Co., Inc.
Lancaster	Earle C. Anthony, Inc.
Los Angeles	Consolidated Broadcasting Corp., Ltd.
Los Angeles	Fox-West Coast Theatres
Los Angeles	Don Lee Broadcasting System
Los Angeles	Hughes Productions, Division of Hughes Tool Co.
Los Angeles	Metro-Goldwyn-Mayer Studios, Inc.
Los Angeles	National Broadcasting Co., Inc.
Los Angeles	Television Productions, Inc.
Los Angeles	The Times-Mirror Co.
Los Angeles	Warner Bros. Broadcasting Corp.
Louisville	WAVE, Inc.
Miami Beach	A. Frank Katzentine
Milwaukee	Hearst Radio, Inc.
Milwaukee	The Journal Co.
Nashville	J. W. Birdwell
Newark	Bremer Broadcasting Corp.
New Orleans	Loyola University
New Orleans	Maison Blanche Co.
New York	American Broadcasting Co., Inc.
New York	Bamberger Broadcasting Service, Inc.
New York	Columbia Broadcasting System, Inc.
New York	Debs Memorial Radio Fund, Inc.
New York	Allen B. DuMont Lab. Inc.
New York	Palmer K. & Lois C. Leberman
New York	Marcus Loew Booking Agency
New York	Metropolitan Television, Inc.
New York	National Broadcasting Co., Inc.
New York	News Syndicate Co., Inc.
New York	Philco Radio & Television Corp.
New York	Raytheon Mfg. Co.
New York	Twentieth Century-Fox Film Corp.
New York	WLIB, Inc.
Oklahoma City	WKY Radiophone Co.
Omaha	Radio Station WOW, Inc.
Omaha	World Publishing Co.
Philadelphia	Bamberger Broadcasting Service, Inc.
Philadelphia	Pennsylvania Broadcasting Co.
Philadelphia	Philadelphia Daily News, Inc.
Philadelphia	The Philadelphia Inquirer, a Division of Triangle Publications, Inc.
Philadelphia	Philco Radio & Television Corp.
Philadelphia	Seaboard Radio Broadcasting Corp.
Philadelphia	WCAU Broadcasting Co.
Philadelphia	WDAS Broadcasting Station, Inc.
Philadelphia	Westinghouse Radio Stations, Inc.
Philadelphia	WFIL Broadcasting Co.
Pittsburgh	Allen B. DuMont Lab. Inc.
Pittsburgh	Scripps-Howard Radio, Inc.
Pittsburgh	WCAE, Inc.
Pittsburgh	Westinghouse Radio Stations, Inc.
Portland	Oregonian Publishing Co.
Providence	E. Anthony & Sons, Inc.
Providence	The Outlet Co.
Providence	The Yankee Network, Inc.
Richmond, Va.	Havens & Martin, Inc.
Riverside, Calif.	The Broadcasting Corp. of America

City	Applicant
Rochester	Stromberg-Carlson Co.
St. Louis	Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman d/b as ALF-CO Co.
St. Louis	Globe-Democrat Publishing Co.
St. Louis	Thomas Patrick, Inc.
St. Louis	The Publitzer Publishing Co.
St. Paul	Star - Times Publishlishing Co.
St. Louis	KSTP, Inc.
Salt Lake City	Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b as Utah Broadcasting Co.
Salt Lake City	Intermountain Broadcasting Corp.
San Francisco	
San Francisco	
San Francisco	The Associated Broadcasters, Inc.
Seattle	Don Lee Broadcasting System
	Hughes Productions, Division of Hughes Tool Co.
Stockton	Radio Sales Corp.
	Louis Wasmer, Inc.
Waltham, Mass	E. F. Peffer
	Raytheon Mfg. Co.
Washington, D. C.	Bamberger Broadcasting Service, Inc.
Washington, D. C.	Capital Broadcasting Co.
Washington, D. C.	Allen B. DuMont Lab. Inc.
Washington, D. C.	The Evening Star Broadcasting Co.
Washington, D. C.	Marcus Loew Booking Agency
Washington, D. C.	National Broadcasting Co., Inc.
Washington, D. C.	Eleanor Patterson tr/as The Times-Herald
Washington, D. C.	Philco Radio & Television Corp.
Washington, D. C.	Scripps-Howard Radio, Inc.
White Plains, N. Y.	Westchester Broadcasting Corp.
Wilkes Barre, Pa.	Louis G. Baltimore
Wilmington, Del.	WDEL, Inc.

ALLOCATION (*Continued from Page* 1009)

tion is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§3.605 *Rural stations.*—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour:

§3.606 *Table Showing Allocation of Television Channels to Metropolitan Districts in the United States.*—(a) The Table below sets forth the channels which are available for the areas indicated. The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

(b) Only the first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661(c).

Rules Governing Video Broadcast Stations

RULES Governing Television Broadcast Stations as promulgated by the FCC, include Administrative Procedure and those relating to Licensing Policies. Both these are given below in full.

Subpart D. of the Commission's Rules, also include Designation of Television Channels, Community and Metropolitan Stations and Table Showing Allocation of Television Channels to Metropolitan Districts in the United States. These will be found in the preceding pages of Television Year Book.

Administrative Procedure

§ 3.611 **Application for television stations.**—Each applicant for a construction permit for a new television broadcast station, change in facilities of any existing television broadcast station, or television station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new television station, Form FCC No. 330 should be filed; for a television station license, Form FCC No. 331 should be filed; and for modification of a television station license or for change in facilities of an existing television station, Form FCC No. 333 should be filed.

§ 3.612 **Full disclosures.**—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.613 **Installation or removal of apparatus.**—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 3.614 **Period of construction.**—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.615 **Forfeiture of construction permits: extension of time.**—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (Form FCC No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§ 3.616 **Equipment tests and proof of performance.**—(a) Upon completion of construction of a television station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and standards of good engineering practice governing television stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: **Provided,** that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.

§ 3.617 **Program tests.**—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and standards of good engineering practice governing television stations, and after an application for station license has been filed with the Commission showing the equipment to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: **Provided,** That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.616 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.618 **Normal license period.**—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. ad will be issued for a normal license period of 1 year.

§ 3.619 **License, simultaneous modification and renewal.**—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§ 3.620 **Renewal of license.**—(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.621 **Temporary extension of station licenses.**—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: **Provided, however,** That no such temporary extension shall be con-

strued as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: **And provided further,** That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.622 **Repetitious applications.**—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.623 **Assignment or transfer of control.**—(a) **Voluntary:** Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) or Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such television station permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

Licensing Policies

§ 3.631 **Exclusive affiliation of station.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization[1] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§ 3.632 **Territorial exclusivity.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. . . .

§ 3.633 **Term of affiliation.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: **Provided,** that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.634 **Option time.**—No license shall be granted to a television broadcast station which options[1] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[2] within each of four segments of the broadcast day. . . .

§ 3.635 **Right to reject programs.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

[1] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[2] All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[3] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

§ 3.636 **Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[1] of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§ 3.637 **Dual network operation.**—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: **Provided,** that this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.638 **Control by networks of station rates.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.639 **Use of common antenna site.**—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

§ 3.640 **Multiple ownership.**—(a) No person (including all persons under common control)[2] shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b No person (including all persons under common control shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1 that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2 that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

[1] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

[2] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

Commercial Television Programs—1945

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1945. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
A				
Adam Hat Sport Parade	Adam Hats Hats	Sports (L-F)	WABD	Buchanan & Co.
Alden's Fashions	Alden Chicago Mail Order House	Fashion (L)	WABD	Buchanan & Co.
Airomagic Fashions	Airomagic Shoe Co. Shoes	Fashion (L)	WABD	Norman D. Waters & Associates
American Television Society Shows	American Television Society	Variety, Drama, Musical (L)	WABD	ATS Laboratories
At Ease	Ben Pulitzer Fashions Pulitzer Ties	Fashion (L)	WABD	L. S. Gamble Productions
Football Games	Atlantic Refining Co. Gas and Oil	Football	WPTZ, WNBT and WRGB	N. W. Ayer & Son
Aunt Jenny Stories	Lever Brothers	Drama (L)	WCBW	Ruthrauff & Ryan
Author Author	Allen B. DuMont Labs., Inc. Institutional	Educational (L)	WABD	
B				
Backstage at Gimbels	Gimbel Bros. (Phila.) Dept. store mdse.	Dramatic	WRGB	Direct
Benrus Time	Benrus Watch Co. Watches	Time Signals (L)	WCBW	Young & Rubicam
Big Sister	Lever Brothers	Drama (L)	WCBW	Ruthrauff & Ryan
Boys from Boise, The	Esquire, Inc. Esquire Magazine	Musical, Variety (L)	WABD	Charles Storm Agency
Botany Cartoons	Botany Woolen Mills Botany Woolens	Movie Cartoons (F)	WABD	
Breakfast Club	Swift & Co. Institutional	Variety (L)	WABD	American Broadcasting Company

Bulova Time	Bulova Watch Co. Watches	Time Signal (L)	WNBT	The Biow Co., Inc.
Bulova Time	Bulova Watch Co. Watches	Time Signal (L-F)	WCBW	The Biow Co., Inc.

C

Canada Dry Cartoons	Canada Dry Bottling Co. Spur	Movie Cartoons (F)	WABD	
Carter's Mystery Program	Carter's Personal Products Arrid	Mystery (L)	WABD	Small & Seiffer
Cavalcade of Sports	Gillette Safety Razor Co., Inc.	Sports (L)	WNBT	Maxon Agency
Cincinnati Fashions	Cincinnati Fashion Frocks	Fashion (L)	WABD	Keeler & Dietz
Circus Folks	International Shoe Co. Shoes	Variety, Drama (L)	WABD	Westheimer & Co.
Coty's Fashions	Coty's Coty's Products	Fashion (L)	WABD	Glorianne Lehr
Conquest Over Darkness	General Electric Electricity	Dramatic	WRGB	Direct

D

Dana Fashions	Charles Dana Gowns	Fashion (L)	WABD	Glorianne Lehr
DuBarry Fashions	DuBarry Success School Institutional	Fashion (L)	WABD	Kenyon & Eckhardt
Dunhill Program	Alfred Dunhill, Ltd. Tobacco and Pipes	Drama (L)	WABD	Charles Storm Agency

E

Elgin Time	Elgin Watch Co.	Time Signal (L)	WBKB	J. Walter Thompson Co.
Elgin Time	Elgin Watch Co.	Time Signal (L)	WCBW	J. Walter Thompson Co.
Elgin Time	Elgin Watch Co.	Time Signal (L)	WNBT	J. Walter Thompson Co.
Esso Program	Esso	Educational (F)	WABD	Marschalk & Pratt
Esther Dorothy Fashions	Esther Dorothy Furs Furs	Fashion (L)	WABD	Glorianne Lehr

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
		F		
Fair Fashions, The	The Fair Store	Fashion (L)	WBKB	The Fair Store
Fashion Ballet	John J. Myers (Albany) Dept. Store Mdse.	Dramatic-Ballet	WRGB	Direct
Fashions Coming and Becoming	Cluett, Peabody & Co. Sanforized Fabrics	Fashion (L)	WABD	Young & Rubicam
Marshall Field Fashions	Marshall Field & Co.	Fashion (L)	WBKB	Marshall Field & Co.
Food in Armor	Can Mfgrs. Institute and Quartermaster Corps. Canned Foods	Dramatic	WRGB	Direct
Four Hundred Years in Four Minutes	General Mills Co.	(F)	WCBW	
Frederics Fashions	John Frederics Hats	Fashion (L)	WABD	Glorianne Lehr
Fun With Fay	Schutter Candy Co. Old Nick, Bit-O-Honey	Variety (L)	WABD	Westheimer & Co. Kaplan, Siesel & Bruck
		G		
Gotham Variety Show	Gotham Gold Stripe Hosiery	Variety (L)	WABD	Norman D. Waters & Associates
		H		
Hearst Variety Show	Hearst Magazines, Inc. Harper's Bazaar	Variety (L)	WABD	Abbott-Kimball, Inc.
Here's How	Colgate Palmolive Peet Co. Supersuds	Variety (L)	WABD	William Esty
Hillman Program	Hillman Publications Real Story	Variety (L)	WABD	Charles Storm Agency
Hobby-Hall of Fame	Press-On-Mending Tape Co. Mending Tape	Variety (L)	WABD	Reiss Agency Television Workshop
How's Your Imagination	DuPont Misc.	Demonstration	WRGB	BBD&O

I

If Men Played Cards as Women Do	Proctor Electric Co. Institutional	Comedy (L)	WABD	Newell-Emmett Co.
I. J. Fox Fashions	I. J. Fox Co. Furs	Fashion (L)	WABD	Glorianne Lehr
Ike on Sports, The	Allen B. DuMont Labs., Inc. Institutional	Sports (L-F)	WABD	
Inside Facts About Food	American Institute of Farm & Home Products	Educational (L)	WABD	

L

Ladies Be Seated	Chef Boy-Are-Dee	Variety (L)	WRGB	(ABC Television) McJunkin Advt. Co.
Lanz Fashions	Lanz, Fifth Avenue Lanz Clothes	Fashion (L)	WABD	Glorianne Lehr
Letter to Your Serviceman	American Broadcasting Co. John David Menswear	Variety (L)	WABD	ABC Television
Lily Dache Fashions	Lily Dache Chapeaux	Fashion (L)	WABD	Glorianne Lehr
Looking Thru' Gimbel's Window	Gimbel Brothers Men's Suits	Fashion (L)	WABD	Television Workshop
Lovely Lady	Diana Corset Co. Corsets	Fashion (L)	WABD	Lester Harrison

M

Mademoiselle	Street & Smith, Inc. Institutional	Fashion (L)	WABD	Direct
Magazine of the Air	U. S. Rubber Co. Institutional	Educational (L-F)	WABD	Campbell-Ewald
Magic Carpet, The	Alexander Smith Carpet Co. Carpets	Travel (L-F)	WABD	Anderson, Davis & Platte
Magic Carpet	Alex. Smith Carpet Co. Rugs	Dramatic	WRGB	Anderson, Davis & Platte
Magic from Aladdin's Lamp	Schwartz Television & Radio Repair Corp.	Variety (L)	WBKB	Direct
Miles News	Miles Laboratories Alka-Selzer, One-a-Day Vitamins	News (L)	WABD	Wade Agency

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
O				
On Stage Everybody	American Broadcasting Co. Institutional	Variety (L)	WABD	ABC Television
Old Mother Hubbard	Hunt Club Dog Food Dog Food	Comedy (L)	WABD	Baldwin & Strachan
P				
Park & Tilford Variety Show	Park & Tilford Co. Institutional—Tintex	Variety (L)	WABD	Charles M. Storm Agency
Patterns for a Dream	Vogue Magazine	Dramatic	WRGB	Direct
Peanut Is a Serious Guy, The	National Peanut Council Peanuts	Puppets (L)	WABD	J. Walter Thompson Co.
Pleasure Time	Liggett & Meyers Chesterfields	Variety (L)	WABD	Newell-Emmett Co.
Private Johnson's Christmas	Gertz Department Store Institutional	Drama (L)	WABD	Television Workshop
R				
Rival Dog Show	Rival Dog Food Dog Food	Dog Show (L)	WABD	Al Paul Lefton Co.
Rubber Goes to War	U. S. Rubber Co. Institutional	Educational (L-F)	WABD	Campbell-Ewald
S				
"See & Sew With Sally Smart"	Famous Features Syndicate Dress Patterns	Dramatic—Demonstration With Puppet	WRGB	Direct
Sham	Knox Hat Co. Hats	Drama (L)	WABD	Newell-Emmett Co.
Sixth War Loan Drive	U. S. Treasury War Bonds	Variety (L-F)	WABD	Ruthrauff & Ryan

Society of Amateur Chefs, The	Nash-Kelvinator Kelvinator	Comedy (L)	WABD	Geyer, Cornell & Newell
Socony-Vacuum Show	Socony-Vacuum Oil Co. Duz—Ivory Soap—Mobiloil	Variety (L)	WABD	Compton Advertising Agency
Spanish Dance	Duff-Gordon Wine Co. Wines	Variety (L)	WABD	DuMont
Stardust Fashions	Stardust Garment Co. Slips	Fashion (L)	WABD	Norman D. Waters & Associates
Stories from Colliers	Winthrop Shoe Co. Institutional	Drama (L)	WABD	Westheimer & Co.

T

Telequizicalls	Edison Co.	Variety (L)	WBKB	Edison Advertising Department
Tele-Shopping With Martha Manning	R. H. Macy Co. Institutional	Fashion (L)	WABD	RKO Television Corp.
Television Quarterback	U. S. Rubber Co.	Sports (L)	WNBT	
Televisual Specialties	Casual Clothes Sports Clothes	Variety (L)	WABD	Charles M. Storm Agency
Thanks for Looking	Allen B. DuMont Labs., Inc. Abraham & Straus Gifts	Quiz (L)	WABD	
The Care and Feeding of Whiskers	Pal Blade Co. Razor Blades	Comedy (L)	WABD	Al Paul Lefton Co.
The Queen Was in the Kitchen	American Central Mfg. Co. American Kitchen Co., Inc.	Comedy (L)	WABD	Bruno, N. Y.
The Vanishing Princess	Loft Candy Co. Loft Candies	Mystery (L)	WABD	Al Paul Lefton Co.
Triangle Variety Show	Triangle Publications Click Magazine—Official Detective	Variety (L)	WNBT	Charles Storm Agency
Thrills & Chills	Allen B. DuMont Labs., Inc. Institutional	Adventure (L-F)	WNBT	Buchanan & Co.

V

Voice of Firestone	Firestone Tire & Rubber Co.	Televues (F)	WNBT	Sweeney & James Co.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
W				
Waltham Time	Waltham Watch Co. Watches	Time Signal (L)	WNBT	N. W. Ayer & Son, Inc.
Weather Reports	Botany Woolen Mills Botany Woolens	Weather Report (L)	WNBT	Alfred J. Silberstein-Bert Goldsmith, Inc.
Wednesdays at Nine Is Lever Bros. Time	Lever Brothers Rinso—Spry—Lifebuoy	Drama, Variety, News (L)	WABD	Ruthrauff & Ryan
Wide Horizons	Boot Aircraft Nut Mfg. Co. Institutional	Variety (L)	WABD	Cecil & Presby
Wings of Democracy	Pan-American World Airways	Travel (F)	WNBT	J. Walter Thompson Co.
WNEW Programs	Radio Station WNEW Institutional	Drama, Variety (L)	WABD	Direct
Woman of Tomorrow	American Broadcasting Co. Institutional—Tangee Cosmetics	Variety (F)	WABD	ABC Television
World in Your Home, The	RCA Victor Division of RCA	(F)	WNBT	J. Walter Thompson Co.
WOR Presents	Radio Station WOR	Variety, Drama, Musicals (L)	WABD	Direct
Y				
You Give What You Got	General Foods Post-Ten Cereal	Drama (L)	WABD	Benton & Bowles
Your World Tomorrow	Dur-Ez Plastics Institutional	Educational (L)	WABD	Television Workshop

Television and radio production, as well as the advertising agencies handling such accounts are closely integrated. Complete listing of Advertising Agencies and their radio-television accounts will be found on pages 100-7. For list of radio-television producers, please see page 665.

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

AM - FM

TELEVISION FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

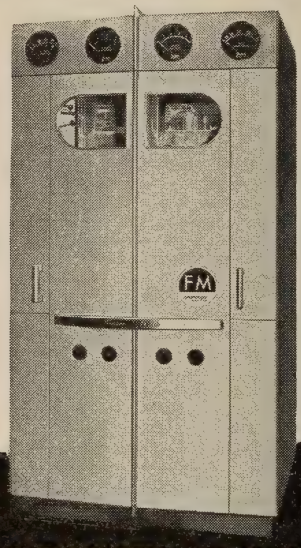
710 14th ST., N. W.

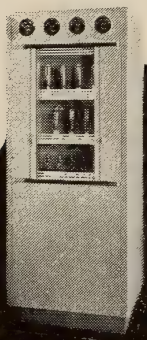
WASHINGTON, D. C. METROPOLITAN 4477

FOR BETTER BROADCASTING

AM *or* FM

More and more broadcasters are turning to Western Electric for better broadcasting equipment. From microphones through amplifiers and transmitters to antenna coupling units—AM or FM—Western Electric has a complete line of products to serve the broadcasting industry.

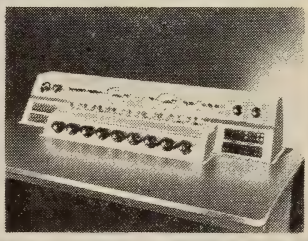


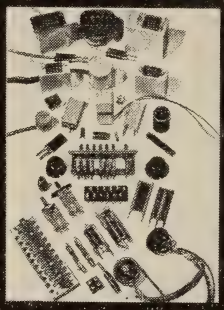


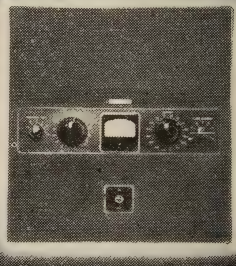
AM TRANSMITTERS—A complete line from 250 watts to 50 KW for all AM broadcasting needs.

FM TRANSMITTERS—A complete line of FM transmitters to meet the most exacting standards.

COMPONENTS—Many miscellaneous elements such as plugs, jacks, condensers, thermistors, relays and vacuum tubes to help you "roll your own."







AMPLIFIERS—For pre-mixing, line, program and monitoring. A complete line to fulfill every requirement.

AUDIO FACILITIES—For all studio applications including standard console, remote, and special "custom" designed studio and master control equipment.

ANTENNA EQUIPMENT—including phasing, coupling, and monitoring equipment.

MICROPHONES—that will continue to set the standard for better broadcasting.

Distributed by Graybar Electric Company

For deliveries, check your nearest Graybar house. Many items are carried in stock.

Western Electric

EQUIPMENT

☆

The Technical Side

•

Equipping For Television

•

New Tubes And Circuits

•

Expanded Facilities

•

RMA In Peacetime Role

•

Radio Manufacturers Association

•

Chief Engineers Of Stations
In United States And Canada

•

Consulting Engineers

•

Radio Equipment Manufacturers

PRESTO *in Action...*

...in four New York recording studios that are typical of hundreds of Presto equipped studios throughout the country. Often recording 24 hours daily, their engineers appreciate the consistently reliable performance of Presto recorders and discs.

Now in full production, Presto is ready to supply equipment for your studio!

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER
OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Proper Equipment For Television

By P. G. CALDWELL, Television Equipment Sales Manager, GE

AT THE outset, may I remind the reader, that proper master control equipment is necessary in planning for the development of your television station. This article briefly explains why the initial purchase of flexible equipment is necessary for orderly expansion from a small community television station to the larger metropolitan type as this new medium grows.

A study of the probable growth of commercial television, with full regard for the economic problems involved, indicates that a new television broadcaster will be interested primarily in purchasing equipment initially which will allow for easy future expansion. Only a few of the over 400 possible licensees in this country will be able to justify elaborate facilities at the start.

Basic Equipment

It is of interest, therefore, to examine the basic equipment needed for a television station and see how flexibility may be built in and future expansion made easy.

A small community station undoubtedly will derive most of its programming from motion picture film (16 mm), outside pickup of special events, and perhaps a very limited studio operation capable of handling news reports and commercials. These announcements can be made with a permanently installed camera channel or by studio operation of the outside pickup cameras. Later, when network program service will be available, this will obviously be an immediate and rich source of new programs.

To carry out a program service such as described in the preceding paragraph, a small station will obviously require a visual and aural transmitter, an antenna system, an outside pickup unit, and film projector equipment. It will also need a flexible master control system capable of monitoring and switching. Monitoring must be available to at least watch the outgoing program and the program coming next. General Electric has designed a master control desk which basically provides facilities for switching and monitoring (a) outside pickups, (b) networks, and (c) programs from as many as six studios. (Film would be fed through one of the studio channels.) This master control desk incorporates a distribution console to provide switching of the above program sources, and also two monitor consoles allowing the basic monitoring described agove. Extra monitor consoles may be added as desired. All of these monitors will handle composite television signals.

Other Facilities

In addition to the facilities necessary for monitoring and switching the picture, the master control desk has provision for switching the audio portion of the program simultaneously with the picture. This feature simplifies the operator's job and minimizes errors in handling the program. Conveniently located on the distribution console is a talk-back microphone for calling any desired portion of the station as well as a telephone handset for private conversations.

As previously mentioned, the master control desk provides for expansion to handle the output from as many as six studios. In this expansion process each studio should have its own control room with camera monitors and program console* so that it may operate as an individual program unit, independent of any other studio in the building. The program from each studio may then be fed to the master control desk where the final output of the station is determined.

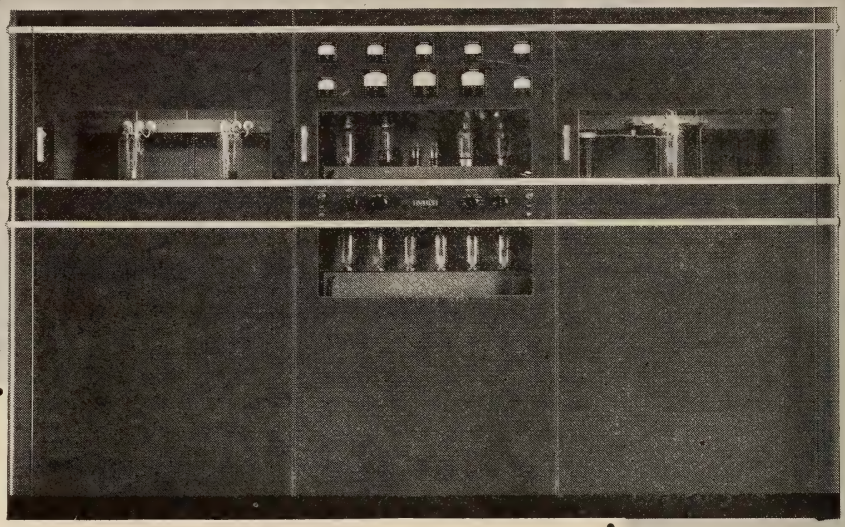
Adding Studios

A television broadcaster who has purchased this flexible type of master control equipment for a community type station is automatically in a position to add one or more studios, or extra outside pickup circuits without additional expenditure for master control equipment.

When the decision has been made to add one or two fully-equipped studios to the small station, thus bringing it to the status of a metropolitan station, careful study should be given to the equipment

(*Continued on Page* 1050)

The New Collins 21A, 5kw Broadcast Transmitter



Fulfilling the Tradition of Collins Quality Leadership

THE 21A is a thoroughly developed 5 kw AM broadcast transmitter, and an excellent example of characteristically superior Collins engineering and construction.

Based on sound, well-proved principles of design, the 21A has been completely modernized within recent months. New components of improved design, with longer life and higher safety factors than were previously available, assure reliable continuous operation.

The response curve is flat, within ± ½ db. from 30 to 10,000 cycles. Reduced power to 1 kw is obtained by instantaneous lowering of plate voltages, permitting uninterrupted program transmission.

We will be glad to send you detailed information regarding the 21A, other Collins transmitters, the 12Y remote amplifier, the 12Z four channel remote amplifier and Collins high quality studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

FOR BROADCASTING QUALITY, IT'S . . .

Collins equipment is sold in Canada by Collins-Fisher, Ltd., Montreal.

The Collins 12Y Remote Amplifier

A one channel remote amplifier for unattended operation from a 115 volt a.c. power source, the 12Y provides the advantages of quick set-up, small size, light weight, high fidelity, simple operation, utmost reliability and low cost. It is practically hum free due to the removal of the isolation transformer, which is in the power cable.

COLLINS

New Tubes-Circuits FM-AM '46 Feature

By MEADE BRUNET and J. B. ELLIOTT, RCA Victor Division

BROADCAST equipment of new and improved commercial design for both standard broadcast and frequency modulation radio stations has been placed in production by the Engineering Products Division of the Radio Corporation of America and initial units are scheduled to come off production lines during the first part of 1946.

Limited quantities of new RCA Victor table model radios and Victrola radio-phonographs, and a pocket-size Personal Radio, have already been shipped from the company's plants to its distributors throughout the country, and production is being increased as rapidly as possible.

RCA Victor will supply, as it did before the war, all of the equipment needed for radio broadcasting stations, from microphone to antenna.

•

Initial units of FM equipment, to be available in the spring, will include transmitters with output power ratings of 250 watts, 1 kilowatt, and 3 kilowatts, while 10-kilowatt and 50-kilowatt FM transmitters are scheduled to be ready for delivery later.

Standard broadcast (AM) transmitters, the first of which are also due to leave production lines during the first quarter, will include units with output power ratings of 250 watts, 1 kilowatt, 5 kilowatts, 10 kilowatts, and 50 kilowatts.

•

Among numerous design and circuit improvements in the company's initial postwar line of broadcast equipment, an outstanding feature is a new grounded-grid amplifier circuit which is being incorporated in all FM transmitters. This circuit provides a marked improvement in amplifier stability at the high frequencies used for FM broadcasting. It also permits the use of smaller tubes than those required in pre-war FM transmitters, making possible a reduction in operating costs.

Increased transmitter efficiency and reduced operating costs have also been achieved in the new AM transmitters through the use of new type tubes which were not available before the war. To meet special demands of the armed services, RCA designed and built 200 entirely new types of electron tubes, many of which will have applications in new radio transmitters, control and monitoring units, and receivers.

•

The market which is waiting represents the pent-up demand accumulated during four years of war work. There are now before the Federal Communications Commission a total of more than a thousand applications for new frequency allocations for radio broadcast purposes alone, exclusive of television—about 675 for FM stations and 425 for AM.

•

A design and engineering achievement featured in RCA Victor promotion of all of its postwar home instruments is the "Golden Throat," signifying exact coordination of the three basic elements essential to convert inaudible radio waves into audible sound waves—the electronic amplifier system, the loudspeaker, and acoustical qualities of the cabinet. The perfect matching of these requisites for life-like, balanced reproduction is declared to be the result of 26 years of RCA engineering research, blended with Victor's 47-year musical heritage.

Production is continuing on receivers and combination instruments at a pace limited only by the supply of materials.

RCA Victor will also offer a comprehensive line of FM radio receivers, including both table models and consoles, all featuring a new "ratio detector" circuit which is insensitive to electrical interference of all kinds, whether man-made by ignition systems, oil burners, or domestic appliances, or natural, such as atmospheric static. These receivers will also be equipped for standard broadcast reception.

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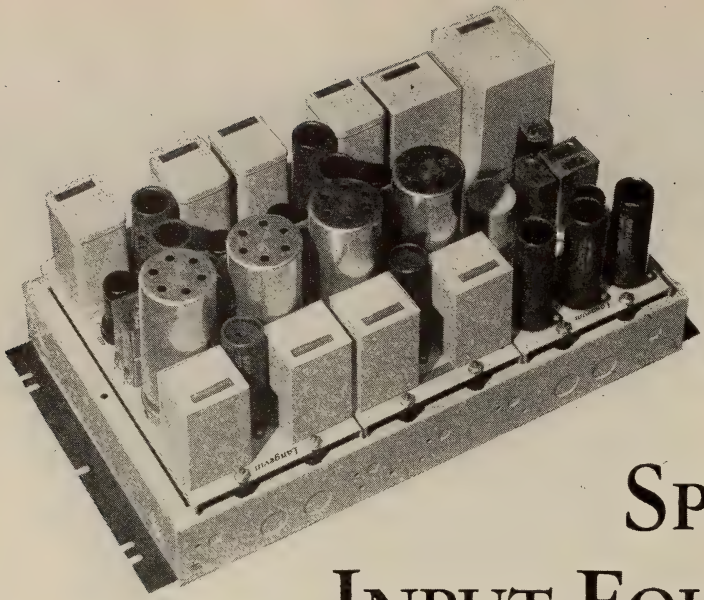
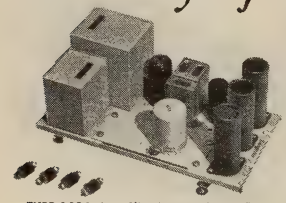
Not only is the new circuit free of a critical threshold signal level, operating effectively regardless of the strength of the received signal, but its use eliminates the need for special tubes and parts formerly required.



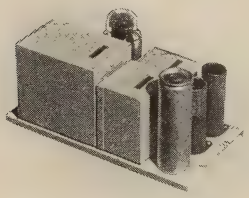
AT LEFT. Two Langevin Type 111-A Dual Pre-Amplifiers and one Langevin 102-A Line-Amplifier mounted on a 3-A Mounting Frame. This unit provides four pre-amplifiers and one line-amplifier, or three pre-amplifiers, one booster-amplifier and one line-amplifier, all in 10½" of rack mounting space. External power supply such as the Langevin 201-B Rectifier, as shown below, is required.

SPEECH INPUT EQUIPMENT

Worthy of an Engineer's Careful Consideration



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

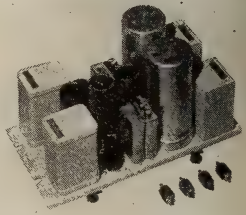


The 201-B Rectifier is one of the 201 Series Rectifiers, of which two types are available, the "B" having additional filtering, thereby giving a slightly lower ripple content than the "A." This unit is capable of supplying power for one 102 Series Line Amplifier and three 111 Pre-Amplifiers (six pre-amplifiers).

Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5¼" x 10¼" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10½" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name ***Langevin***. It will only appear on good apparatus.



The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.

The 108-A Amplifier is one of the 108 Series Monitor Amplifiers, of which four different types are available. The "A" is ordinarily used to drive a monitor system from a 600 ohm or bridging source. Its distortion is low for this type of service. It is quiet and has ample power with excellent frequency characteristics.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK
37 W. 65 St., 23

SAN FRANCISCO
1050 Howard St., 3

LOS ANGELES
1000 N. Seward St., 38

Expanded Facilities Is The 1946 By-Word

By RALPH C. POWELL, General Sales Mgr., Presto Recording Corp.

AS THIS is written, radio broadcasting and communication facilities are about to experience the greatest expansion in their history.

New frequency channels have been opened for use by FM and Television Stations. Additional stations are being licensed in the standard broadcasting band, radio relay links spanning the country are about to replace or augment our wire communication system. International short-wave broadcasting facilities, built for war-time services, are making American entertainment available throughout the world.

Walky-talkies will shortly be in private use as well as radio communication equipment for private automobiles, planes and boats. Pocket radios no larger than your hand are in production.

Most important from an economic standpoint will be the expansion of our broadcasting facilities. It has been estimated that over 2,000 FM broadcasting stations and 250 television stations, will be placed in operation during the next three years. Assuming that a total of 2,500 stations, standard, FM and television are erected, we can produce some interesting figures on equipment and services that will be required in addition to the broadcasting equipment itself. For example, the erection of each of these stations will call for the erection and/or alteration of 3000 to 3500 buildings, the fabrication and erection of 2,500 steel towers, legal and engineering services, pianos, furniture, office equipment, telephone, electric power, water services and employment of possibly 30,000 additional technical, program, sales and administrative personnel.

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According to recent figures, the cost of placing a local standard (250 watt) broadcasting station on the air with all equipment ready for business with reasonable allowance for working capital to start operation, will be between 25 and 30 thousand dollars. The cost of a community FM station ready for business will be between 35 and 50 thousand dollars, the metropolitan FM station 100 thousand dollars, the community television station assuming that their operation will include mainly the broadcasting of motion picture entertainment and the relaying of programs from nearby metropolitan television stations 200 to 250 thousand dollars, metropolitan television stations, other than those in the major talent centers, 500 thousand dollars.

Taking average figures for existing stations as compiled by the FCC the annual revenue of a local standard broadcasting station will be between 55 and 60 thousand dollars and the profit on operations about 8.5 per cent. In the case of the community FM station, the revenue, after it becomes established, may approach the same figure, but such earnings will have to await the general distribution and use of high frequency FM receivers in their locality. Local FM broadcasting service is the key to home receiver sales and conversely receiver sales are essential to the profitable operation of an FM station.

The community television station operating mainly to rebroadcast programs from other stations along with motion pictures, will operate at an expense of around 120 thousand dollars annually, and the operating revenue at such time as a sufficient number of receivers are in use to provide a commercial advertising medium, might approach 160 thousand dollars a year.

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The figures for revenue and operating expense for a metropolitan television station may vary over an extremely wide range, depending upon the availability of a network connection and the working capital available for production of live talent programs during the period in which television receivers are coming into use. It has been variously estimated that the minimum cost would be 350 thousand dollars annually and that if an ambitious program schedule were undertaken including live studio programs and pickup of outside events, this cost might increase to over 750 thousand dollars annually. The revenue will be proportional to the program service rendered.

RMA Converting To Peacetime Role

By BOND GEDDES, Executive Vice-President, RMA

THE Radio Manufacturers Association represents all phases of the radio manufacturing industry. It includes in its membership—now at a record peak of more than 300—most set manufacturers and a large representation of the component producers: radio parts, tube, transmitter, and amplifier and sound equipment manufacturers.

Having achieved a remarkable wartime production, during which the productive capacity of the industry was multiplied about 1200 per cent, the radio industry is resuming its peacetime job with bright prospects despite current handicaps which have retarded reconversion several months.

To better serve the industry, RMA is reviving many of its pre-war services and establishing new aids necessitated by post-war conditions. Among the prewar services being resumed on a more extensive scale are industry statistics on both end equipment and components.

•

One of the principal new services is an industrial relations program to provide a variety of information to RMA members on wages, hours, labor practices, collective bargaining technique, and the like.

Besides the long-established engineering standards service carried on by the RMA Engineering Department, RMA has recently inaugurated a uniform system for identifying the source and the date of production of radio products.

Civilian radio production in 1945 was disappointingly small. Only about 300,000 radio sets were manufactured between V-J Day and the end of the year despite an optimistic forecast of the War Production Board that the industry's capacity would permit a production of 3,500,000 sets during that period. Pricing difficulties, particularly in the radio parts field, plus some material shortages and labor readjustments, were chiefly responsible for this failure of the industry to get going as quickly as had been hoped.

Indicative of the determination of many of the war-born radio manufacturers to remain in the post-war industry of FM, television and industrial electronics is the growing membership of RMA. At the first quarterly meeting of the RMA Board of Directors this year 35 new members were admitted, and others are being received constantly. There are more than twice as many radio set manufacturers licensed now than there were before the war, and the parts industry is equally expanded.

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While it is too early to estimate 1946 production, due to the many uncertainties, manufacturers agree that the first full year of production after volume output is achieved will far surpass the peak pre-war of 1941 when nearly 14,000,000 sets were sold. In addition to a tremendous backlog of would-be buyers whose radios are outmoded or outworn, FM and television broadcasting as they develop will open new markets. Practically every family in the United States is a potential buyer of an FM or AM-FM set and a television receiver once the transmitting services are available.

RMA is a trade association which not only is made up of radio manufacturers but is governed by them as well. Besides a Board of Directors, a third of which is elected annually for three-year terms, the Association includes numerous committees charged with responsibilities of studying and acting upon problems confronting their segments of the industry.

There are five divisions with RMA: the Set, Tube, Transmitter, Parts, Amplifier & Sound Equipment. A sixth division probably may be formed later this year out of a newly-organized section of the Parts Division. This is the Amateur Radio Activities Section which is concerned with servicing and promoting the interests of the growing army of radio amateurs.

•

RMA is ever alert to the interests of the radio industry as recently when certain government agencies threatened to discard manufacturer-agent contracts for the disposal of radio and electronic war material Surpluses.

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Extensive Gains In Communications

By WES SUMMERFIELD, Chief Sales Researcher, Press Wireless Mfgr.

VISITORS at the Winter Technical Meeting of the Institute of Radio Engineers held at the Hotel Astor in New York City last January saw an imposing display of radio telecommunications equipment in the spot-lit stage exhibit of Press Wireless. They saw a radio teleprinter circuit in actual simultaneous operation with voice broadcast on a single radio-frequency carrier; facsimile equipment transmitting and recording together with line and compressor amplifiers, dual-diversity radio receivers, a newly developed frequency shift keyer and monitor, single receivers, tone keyers, electronic rectifier-drivers, VT keyers and many other high-grade radio communications apparatus constituting nearly a score of equipment engineered and manufactured by Press Wireless Manufacturing Corporation. This represented a few of the important items developed by this aggressive young company and brought to their present state of perfection over a scant sixteen years. Huge fifty-kilowatt, ten-ton PW radio transmitters and their smaller twenty-kilowatt companions were not shown nor were many other units including the five, two-and-a-half kilowatt or the famous four-hundred watt transmitters. But this display marked a significant page in the history of PW.

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During and immediately following World War I the strangle hold of an international cartel on cable services bottle-necked press traffic to paralyzing proportions. Enjoying a higher tariff rate commercial messages moved with top priority while the world waited anxiously for news dispatches that piled high in cable traffic offices for days of delay and often were never transmitted at all. To break this hold on the transmission of international news a small group of energetic United States publishers made an experiment. They tried trans-Atlantic radio! Their humble but diligent efforts met instantly with a great promise of success. Seven of these publishers and four world-wide news services formed and incorporated Press Wireless in 1929. The following year this new enterprise was under way with an intercept service between Halifax, Nova Scotia, and New York City. This was soon followed by the installation of New York to Chicago and Los Angeles circuits, then a service to Mexico City and Paris. Growth of this service has been rapid and continuous until today Press Wireless operates 27 major press circuits reaching more than 90 per cent of the civilized world. In sixteen years PW has advanced from a humble experiment to a significant global telecommunications operation. Last year alone PW handled over 154-million words of news dispatches together with an amazing volume of radio-photos besides thousands of hours of program transmission service for the broadcasting networks.

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To accomplish and maintain these world-wide circuits required the design and development of new equipment and methods. Press Wireless has pioneered in the development of entire systems for 24-hour-a-day 365-days-a-year telecommunications circuits over long and short haul distances around the globe and during World War II initiated a manufacturing operation to supply our Armed Forces with high quality dependable radio equipment.

Landed on the Normandy beach in France D-Day-plus-4 a PW crew unloaded and installed directly behind the front lines a Press Wireless 400-watt transmitter which was destined to make international communications history. This transmitter and another "400" mounted on army trucks followed the allied armies through France, Belgium, Holland and to Germany transmitting directly to the United States war correspondents' dispatches from directly behind the lines. Another famous "Fighting 400" was installed on Leyte immediately after the beginning of the Philippine invasion and again carried to the world "news in the making."

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Among the outstanding achievements of PW engineers has been the successful

and practical development of Radio Frequency Carrier Shift or "Frequency Shift" transmission which presages a tremendous advancement in the science of radio communications. The advantages of this new FS system of transmission is evidenced in the rapidly increasing number of installations throughout the world.

On December 1, 1945, the Manufacturing Division of Press Wireless, Inc., was re-formed and re-organized into a separate operation set up as Press Wireless Manufacturing Corporation with Executive and Sales Offices in the Times Square Building, New York City. Manufacturing facilities have been considerably expanded at Hicksville, Long Island, providing for mass production of communications equipment from small line-operating units up to huge 50,000 watt radio transmitters.

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A new modern engineering laboratory containing approximately 18,000 square feet, located in Long Island City, houses the PW engineering staff which is designing and developing diversity remote-controlled radio receivers, FS keyers, FS converters, precision tunable h-f oscillators, monitors, electronic drivers, facsimile and photo transmission units, high and medium powered radio transmitters and scores of other telecommunications apparati all of modern design and founded solidly on years of significant radio communications engineering experience and know-how in meeting the toughest specifications anywhere—those of the press of the United States.

Tomorrow Press Wireless, Inc., will transmit and receive many thousands of words of press traffic across the oceans and continents of the world, and tomorrow Press Wireless Manufacturing Corporation, with its newly expanded facilities for engineering and manufacturing, will build radio communications equipment for entire network systems for commercial airlines and foreign governments on every continent.

TELE EQUIPMENT---(*Continued from Page* 1037)

purchased for this purpose, and to its location in the broadcast plant.

A television station with even a single studio requires a considerable number of equipment racks—some for sound and some for picture equipment. (There is one rack, for example, for each studio camera.) Experience at General Electric's television station WRGB has shown that these racks should be located in an equipment room separate from any studio. This room would also include the studio-to-transmitter link equipment plus any other required terminal apparatus. In some cases the equipment room might also house the master control desk.

Additional Space

There are several advantages in having a separate room for the bulk of the apparatus needed in the studio building. For one thing, maintenance can be carried on without interfering with any of the program personnel. Also, the heat generated by the large number of tubes in the various chassis is kept away from performers, producers, and technical operators.

Use of a separate equipment room allows each studio to be a self-contained unit with only the cameras, microphones, accessories and other necessary control room equipment. The program and technical personnel of a particular studio may thus operate independently of any other studio or of the master control room. This makes for smooth programming as a given studio becomes simply an additional program source added to the station's facilities.

Undoubtedly each television station will have problems and possibilities peculiar to its own service area.

To meet these demands, and to allow for future expansion, the G.E. television equipment has been designed with an inherent flexibility that assures an orderly growth from a small community station to one of the larger metropolitan types.

* See "Versatile Multichannel Television Control Equipment" by Norgaard and Jones, May, 1941, Proceedings of I.R.E.

Chief Engineers

Of Stations in United States and Canada
As of March 1, 1946

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Birmingham, WSGN.....Gordon Bishop
WBRC.....Jerry Hayman
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WRC.....A. E. Johnson
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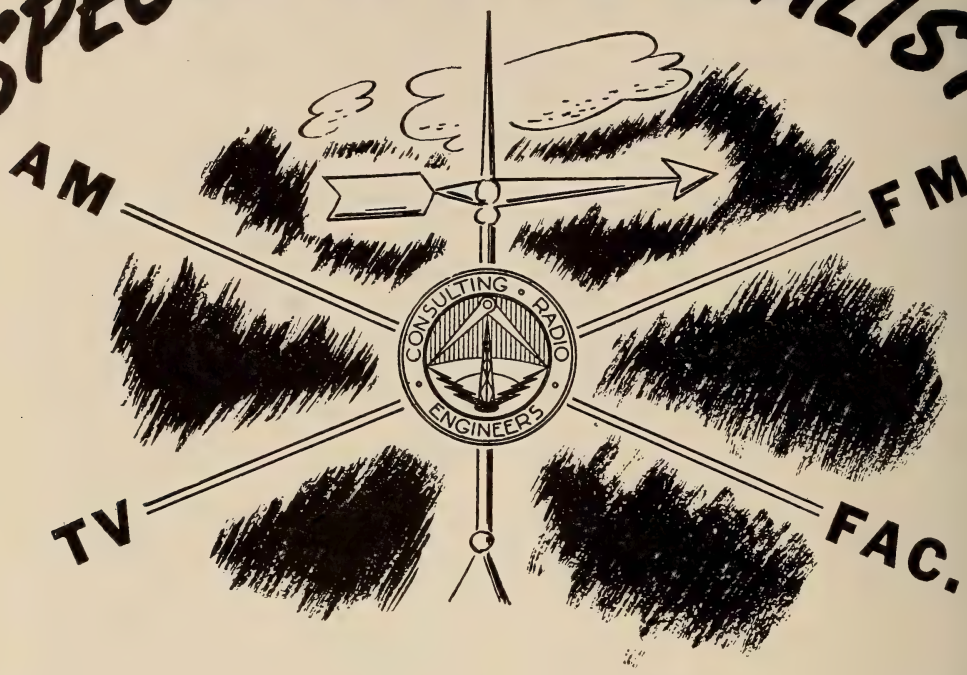

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WKRC.....George A. Wilson
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Columbus, WOSU.....Charles H. Boehnker
WCOL.....Leo DeConnick
WHKC.....William C. Minor
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PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

Admiral Corporation

3800 Cortland St., Chicago 47, Ill.
Phone: SPAlding 1400

President.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Treasurer.....L. C. Park
Field Activities.....W. C. Johnson
Director of Engineering.....K. Turner
Service Manager.....M. J. Schinke
Purchasing Agent.....Frank Kazda

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers.

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

President.....W. Myron Owen
Sales Manager—Jobber Div. .....Charles Golenpaul
Sales Manager—Manufacturing Div. .....Frank Marshall
Vice-President-Chief Engineer .....Stanley Green
Advertising Manager.....George Balsom
Export Manager..Rocke International Corp.

PRODUCTS: Capacitators—paper, electrolytic and mica for radio transmitting. Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitators, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitators, capacitor test instruments.

Airdesign & Fabrication, Inc.

241 Fairfield Avenue, Upper Darby, Pa.
Phone: Allegheny 4-3305

President & Chief Engineer..L. E. Pamphilon
Plant Superintendent.....W. R. Keenly
Vice-President & Treasurer.....W. C. Faust
Design Engineer.....D. W. Jensen
Sales Manager.....R. L. Clark
Purchasing Agent.....L. R. Dieterich

PRODUCTS: Transformers—power, audio, reactors, tuned filters, for all communications equipment.

Air King Products Co., Inc.

1523 63rd St., Brooklyn, N. Y.
Phone: BE 2-6700

President.....J. P. Silberman
V. P.-Purchasing.....M. Markowitz
V. P.-Engineering.....F. A. Hinners
V. P.-Exporting.....Allen Strauss
Production Manager.....R. Kalb

PRODUCTS: Home radio sets AM-FM, television receivers, electronic equipment for U. S. Government, short wave, portable radio sets.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5151

President.....Harry L. Bradley
V. P.-General Manager.....F. F. Loock
V. P.-Works Manager.....R. W. Whitmore
Treasurer.....A. F. North
Purchasing Agent.....Theron C. Child

PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Mahoning Rd., Alliance, O.
Phone: 6237

President.....Owen L. Lewis
General Manager.....R. F. Doyle
Treasurer.....R. F. Doyle
Secretary.....Mrs. Lorraine Reynolds
Chief Engineer.....Emmor V. Schneider
Purchasing Agent.....R. W. Hobbs
Sales Manager.....John Bentia
Personnel Director.....Mrs. B. Y. McCreadie

PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors, space heater motors.

American Condenser Co.

4410 Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1386

General Manager.....I. Menschik
Chief Engineer.....H. C. Kreinick
Purchasing Agent.....F. C. Friedly
Works Manager.....M. E. Hussey
Specification Engineer.....A. J. Hersey
Sales Manager.....W. J. Johnston

PRODUCTS: Condensers.

American Microphone Co.

1915 S. Western Ave., Los Angeles, Calif.
Phone PA 1161

General Manager.....F. A. Yarbrough

PRODUCTS: Microphones, accessories, spares.

American Transformer Co.

178 Emmet St., Newark 5, N. J.
Phone: Bigelow 3-4444

President-Treasurer.....Thomas M. Hunter
Executive Vice-President....Stuart F. Marvin
Vice-President.....A. A. Emlen
Vice-President.....Walter Garlick, Jr.
Secretary-Controller.....John M. Wollmer
Assistant Secretary.....Rowland B. Cook
Senior Commercial
Engineer.....Ivor B. Watts
Chief Design Engineer.....John F. Harris
Purchasing Manager.....Ernest H. Bard
Advertising Manager.....George G. Felt

PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

Amperex Electronic Corp.

79 Washington St., Brooklyn, N. Y.
Phone Main 5-2050

Vice-Pres.-Sales Manager.....S. Norris

PRODUCTS: Electronic tubes for communication, industrial, television, electromedical and special purposes.

Amplifier Co. of America

398 Broadway, New York 13, N. Y.
CAnal 6-7612

General Manager.....N. M. Haynes
Purchasing Agent.....R. Epstein

PRODUCTS: Electronic equipment, Regulated Power Supplies, Transformers, Filter Networks, Saturable Reactors, Pre-Amplifiers, Power Amplifiers.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.
Phone LOngacre 5-6622

President .....Ernest V. Amy
V. P.-Treasurer.....Frank King
Secretary.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Antenna Systems, Radio Transmitters and Receivers, Electronic Developments.

Andrea Radio Corp.

43-20 34th Street, Long Island City, N. Y.
Phone: STillwell 4-5411

President.....F. A. D. Andrea

PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.

41 St. Joes Ave., Trenton, N. J.
Phone: 4-1175

President.....Arthur C. Ansley
Vice-President.....Anne Klein Ansley
Assistant Secretary.....Harriet Westin
Plant Superintendent.....Anthony Quadrine
Purchasing Agent.....C. A. Clinton

BRANCH OFFICE: Empire State Bldg., New York, N. Y., Phone, Longacre 3-2768, Anne Klein Ansley.

PRODUCTS: Radio-phonograph combinations (Ansley Dynaphone), Electronic piano (Ansley Dynatone), Built-in-wall radio (Ansley Paneltone), Photo-flash synchronizer (Ansley Dynaflash).

The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio
Phone: 12-656

Pres.-Gen. Mgr.....F. H. Woodworth
V. P.-Research Engineer...C. M. Chorpening
Asst. General Manager-
Treasurer.....C. B. Fraser
Sales Mgr.—Jobber Div...R. T. Schottenberg
Sales Mgr.—Manufacturing
Div.....W. J. Doyle
Purchasing Agent.....H. J. Green
Service Manager.....H. A. Moyer

PRODUCTS: Microphones, Phonograph pickups, pickup cartridges, recording heads, hearing aid equipment, stands, accessories.

Audak Company

500 Fifth Ave., New York, N. Y.
Phone LA 4-3723

Contact.....Geo. V. Sullivan

BRANCH OFFICES: All key cities. PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Treasurer.....N. K. Hoskins
Research Engineer.....E. J. Franck
National Sales Manager.....C. C. Pell, Jr.

PRODUCTS: Instantaneous recording blanks, master discs (audio discs), cutting and playback stylii.

The Audio-Tone Oscillator Company

237 John Street, Bridgeport 3, Connecticut
Phone: Bridgeport 5-3173 and 5-3174

President.....W. Robert Dresser
Chief Engineer.....W. Robert Dresser
Purchasing Agent.....M. E. Todd
Sales Manager.....Romeo Tetrault

PRODUCTS: Audio-tone graphic recording instruments, audio-frequency test records, power line fault locators, signal generators, electronic and photo-electric controls.

Automatic Manufacturing Corp.

Harrison, New Jersey

President & Gen. Mgr.....Martin H. Benedek
Vice-Pres., Charge of Sales....Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Credit Manager.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch

BRANCH OFFICE: (Factory) 900 Passaic Ave., East Newark, N. J., Phone, Harrison 6-6630.

PRODUCTS: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, and permeability tuners.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone Muskogee 4762

Owner.....John F. Beasley

BRANCH OFFICE: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228.

PRODUCTS: Steel construction (radio towers).

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Towson, Md. (Gen. Offices)
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
Chief Engineer.....W. L. Webb
Sales Manager.....J. W. Hammond
Advertising Mgr.....E. L. Hadley
Credit Manager.....C. T. Dwyer
Sales Manager—Broadcast and Television Receivers.....L. C. Truesdell
Dir. of Purchases.....R. A. Anderson

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories, combinations, television receivers, headphones, microphones.

The Benwood Linze Co.

1815 Locust St., St. Paul 3, Mo.
Phone: Central 5830

President.....Harold J. Wrape
Vice-Pres.-Gen. Mgr.....Carl E. Peters
Sec.-Sales Mgr.....J. C. Henning, Jr.
Treasurer.....I. W. Veigel
Personnel Manager.....George V. Skelton
Service Manager.....Garry S. McGlasson
Purchasing Agent.....Alonzo R. Kieffer

PRODUCTS: Dry metallic rectifiers; rectifier transformer assemblies for radio; communication, signal, telegraph and telephone work; also other electronic devices, AC to DC.

Blaw-Knox Co.

Pittsburgh, Pa.
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila.; Munsey Bldg., Wash., D. C. PRODUCTS: Radio Towers.

Boonton Radio Corp.

518 Main St., Boonton, N. J.
Phone Boonton 8-0795

President.....W. D. Loughlin
Treasurer.....N. D. Campbell
General Mgr. Vice-President.....G. A. Downsbrough
Purchasing Agent.....J. Frucht
Sales Supervisor.....L. Washington
Chief Engineer.....L. P. Blakely

PRODUCTS: Type 110-A QX-Checker, type 140-A Beat Frequency Generator, type 150-A FM Signal Generator, type 160-A Q-Meter, type 170-A Q-Meter, type 210-A Supersonic Oscillator, type 120-A VHF Circuit Checker.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
Phone: ALgonquin 4-4930

Partners. William Brand, William Naumburg

BRANCH OFFICE: 325 W. Huron St., Chicago, Ill., Phone, Superior 1782, Manager, Earl W. Brinson.

PRODUCTS: Electrical insulating materials; flexible varnished oil tubing; saturated sleeving; extruded (plastic) sleeving; varnished glass sleeving; mica plate; mica-plate segments and products; block mica; mica condenser films; varnished cambric; varnished paper; varnished tapes; insulatic· composites, extruded insulated wire.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: Winchester 2121, 2850, 2851

President.....G. H. Browning
V. P.-Sales Manager.....R. L. Purrington
General Manager.....C. H. Day
Production Manager.....R. C. Caldwell
Chief Engineer.....F. A. Spindell

PRODUCTS: Frequency meters, FM deviation meters, 60 cycle calibrators for power companies, WWV frequency calibrators, capacity relays, special cathode ray oscilloscopes, square wave generators and power supplies in the 10 and 3 centimeters bands, signal generators in the 10 and 3 centimeter bands, high gain audio amplifiers for laboratory purposes, special radio receivers.

Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

General Sales Manager.....Blair Foulds
Mgr. Magnetic Recording Dept.....R. B. Matheson
Mgr. Acoustic and Hearing Aid Dept.....J. E. Brickenden
Mgr. Instrument Dept.....M. P. Odell

PRODUCTS: Microphones, headphones, record cutters, phonograph pickups, "Hushatone" (pillow-speaker), magnetic recording equipment, hearing aids and industrial instruments.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone Talbot 4943

Chief Eng.-Owner....William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service, Special Laboratory Testing Equipment.

California Telephone & Electric Co.

6075 W. Pico Blvd., Los Angeles 35, Calif.

President.....C. W. Evans
Supt., Intercommunicating Equipment M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier

PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

Chicago Condenser Corp.

3255 W. Armitage Ave., Chicago 47, Ill.
Phone: Capitol 7070

President.....A. N. Genovese
V. P.-Treasurer.....P. Phillips

PRODUCTS: Oil and wax paper capacitators.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
Phone: Elkhart 1205

President.....F. C. Best
Sales Manager.....W. A. Nicely
Chief Engineer.....N. C. Schellenger
Credit Manager.....M. F. Schneck
Purchasing Agent.....B. S. Turner

PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Chicago Tranformer Division

Essex Wire Corporation
3501 W. Addison St., Chicago 18, Ill.
Phone: Indiana 1120

V. P.-General Manager.....Arni Helgason
Sales Manager.....L. S. Racine
V. P.-Sales.....Earle Knight
V. P.-Sales.....W. J. Leidy
V. P.-Sales.....George Blackburn
Chief Engineer.....Don Schwennesen

PRODUCTS: Power transformers for radio transmitting and receiving circuits, audio transformers, audio and filter reactors, vibrator transformer, wave filters, instrument transformers, general purpose power transformers, ignition coils.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago 12, Ill.
Phone: Chesapeake 2000

President.....Lester W. Tarr
Vice-Pres. & Genl. Mgr.....Cary C. Wilson
Treasurer.....A. W. Kimbell
Asst. Secy.....John R. Nicholson
Sales Manager.....E. J. Pool

PRODUCTS: Radio terminal strips, molded and laminated miniature octal and loktal sockets, miscellaneous laminated bakelite and metal assemblies, miscellaneous molded plastic and metal assemblies.

Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.
Phone: Main 4-1190

Pres.-General Manager.....Victor Mucher
Treasurer .....William Mucher
Secretary.....Charles H. Burnell
Chief Engineer.....George Mucher
Sales Engineer.....I. J. Youngblood

BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

Cedar Rapids, Iowa
Phone: 3-3281

President.....Arthur A. Collins
Exec. V. P.—New York.....W. J. Barkley
Vice President.....R. S. Gates
Secretary .....Rose Hansen
Treasurer.....S. J. Storm

BRANCH OFFICE: 11 W. 42nd St., New York, N. Y. Phone, Lackawanna 4-0229. Executive Vice President, W. J. Barkley.

PRODUCTS: Design and manufacture transmitting and receiving equipment for aviation, commercial, broadcast and amateur use.

Colonial Radio Corp.

254 Rane St., Buffalo, N. Y.
Phone: Riverside 2450

President-Treasurer.....A. H. Gardner
V. P. in charge of Eng.....H. C. Forbes
Secretary-Comptroller.....H. E. Riordon
Works Manager.....J. C. Ryan
Director of Purchases.....B. F. Valliere
Purchasing Agent.....J. K. McDonough
Manager-Industrial Relations.....C. J. Kolb
Sales Mgr.—Home Set
Division.....T. P. Cunningham
Sales Mgr.—Automotive
Division.....C. H. Symington
Service Manager.....William Bruyere

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Communication Equipment & Engineering Co.

5646 W. Race St., Chicago, Ill.
Phone: EStebrook 3109-10

President.....Robert A. Clark
Vice-President .....R. Farrell
Secretary-Treasurer.....R. E. Meyers

PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers telephone and telegraph equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio
Phone: CLearwater 6500

President-Sales Manager....G. F. Benkelman

PRODUCTS: Fixed composition resistors, suppressors, precision resistors.

Continental Electric Co.

Geneva Illinois
Phone: Col. 1216

President & Treasurer.....H. A. McIlvane
Secretary.....O. T. McIlvane
Vice-President.....W. S. Sims
Vice-Pres. in Charge of Publicity & Sales
R. E. Smiley
Vice-Pres. in Charge of Engineering
J. H. Hutchings
Export Manager.....E. D. Magnus

BRANCH OFFICE: 188 W. Randolph St., Chicago, Ill., Phone Andover 5029, Vice-President in charge of Publicity and Sales, R. E. Smiley.

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationery lamps. Special tubes of all kinds.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000

President.....Octave Blake
Vice-President.....William Dubilier
Vice-Pres.-Treas.....Haim Beyer
Vice-President.....Wm. M. Bailey
Vice-President.....Paul McK. Deeley
Vice-President.....Felix Weiss
Vice-President.....T. E. Abeel
Vice-President .....Max Bleich
Secretary.....Kenneth E. Ryan
Asst. Treasurer.....L. F. Geiser
Asst. Secretary.....M. F. Keating
Comptroller.....J. A. Bertolacci

PRODUCT: Capacitors.

Corning Glass Works

Corning, New York
Phone: Corning 372

President.....Glen W. Cole
Vice-President.....W. C. Decker
Sales Manager.....C. J. Phillips
Contact .....Charles Oliver

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525

President.....John Cook
Contact.....W. F. Osler, Jr.

PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc. & Crescent Tool & Die Co.

4132-54 W. Belmont Ave., Chicago 41, Ill.
Phone: Mulberry 1200

President & Treas.....Henry H. Gefvert
Vice-Pres. & Genl. Mgr.....Nels G. Lenberg
Secretary.....Leonard C. Larsen
Vice-Pres. & Chief Eng.....Valoran Russell
Production Manager.....John T. Steupak
Administrative Officer.....Henry Anderson
Shop Supt.....William L. Rollins
Export Manager.....Harry J. Scheel
Purchasing Agent.....Jenny Henriksen

PRODUCTS: Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

Croname, Inc.

3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500

President.....E. C. Coolidge
Sales Manager.....Marvin M. Lane
Chief Engineer.....Arnold Leline
Credit Manager.....E. G. Carlson
Purchasing Agent.....J. P. Wray
Advertising Manager.....A. F. Nosek
Export Manager.....W. L. Rayner
Service Manager.....J. L. Robinson

PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
Phone: KIrby 6600

President.....I. B. Babcock
Vice-President & General Manager, Manufacturing Div.....R. C. Cosgrove
V. P. in Charge of Production.....F. A. Schotters
Vice-Pres. in Charge of Research & Engr. L. M. Clement
V. P.-General Sales Manager (Mfg. Div.).....S. D. Mahan
Mgr. of Distribution.....E. C. Brode
Radio Product Mgr.....Clarence Felix
Dir. of Exports.....J. W. DeLind, Jr.
Dir. of Purchases.....Frank Warner
Asst. Secy. & Asst. Treas.....E. J. Ellig
Legal Counsel.....A. D. Redfield
Dir. of Industrial Relations...G. F. Gamber
Controller.....L. W. Adkins
Cincinnati Works Manager....H. W. Deuker
Richmond, Ind. Works Mgr.....J. W. Craig
Dir. of Facilities.....F. W. Scholder

BRANCH OFFICE: Crosley Distributing Corp., Phone, Medalion 3-1830, Branch Manager, Lee Conover.

PRODUCTS: Crosley Shelvador refrigerators, Howe radio receivers, kitchen equipment, laundry equipment.

Crystal Research Laboratories, Inc.

29 Allyn St., Hartford, Conn.
Phone: 7-3215

President-General Manager..Samuel I. Ward
Vice-President.....Henry F. Jochim
General Production Mgr....Ernest B. Lewis
Crystal Engineer.....Sydney E. Warner
Comptroller.....H. Kirk Jackson
Sales Engineer.....Ed Dench
Special Engineer.....Jules Pinsky
Purchasing Agent.....Ken O. Jacobs
Special Engineer.....W. Waffle
Condenser Division Head.....Philip Schaar

PRODUCTS: Quartz oscillating crystals, supersonics equipment and devices, electronic devices, fused quartz and Boule fabrications, metallic coating, mica and ceramic condensers, capacitators.

Demornay-Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
Phone: Melrose 5-1900

President .....R. DeMornay
Sales Manager.....Eugene L. Berman
Chief Electrical Engineer...Leonard Sherbin
Comptroller .....Roger Baker
Production Manager.....Louis Della Penna
Sales Engineer.....Maxwell S. Symon
Chief Mechanical Engineer.....Andrew A. Gass
Purchasing Agent.....Sylvia R. Crawford
Advertising Manager.....Ben Kerner

PRODUCTS: Navigational equipment, marine and aircraft radar, R. F. transmission lines, stub-supported coaxial lines, mixers, rotating joints, directional couplers, H. F. test equipment, modulators, amplifiers, I. F. strips, antennae, bench and field testing equipment, wave guides.

Doolittle Radio, Inc.

7421 S. Loomis St., Chicago 36, Ill.
Phone: Radcliffe 4100

President.....E. M. Doolittle
Chief Engineer.....Dudley Gray
Sales Manager.....H. V. Carlson
Purchasing Agent.....J. Domotor

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Emergency radio communications equipment, including station transmitters and receivers, mobile transmitters and receivers and all accessories. Concentric transmission line, frequency monitors, distortion meters, broadcast frequency monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
Sales Manager.....Leonard F. Cramer
Dir. of Research.....Thos. T. Goldsmith, Jr.
Chief Engineer.....P. S. Christaldi
Controller.....B. L. Graham
Tube-Instrument Div....C. Edwin Williams
Television Div.....Ernest A. Marx
Plant Supt.....Bruce T. DuMont
Contracts Dept.....Walter A. Knoop
Purchasing Div.....R. P. Rice
Personnel Director.....H. Housten
Mgr. Station WABD.....Samuel H. Cuff

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, ELdorado 5-4822, Manager, Samuel H. Cuff.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

Dumont Electric Corp.

34 Hubert St., New York, N. Y.
Phone: CAnal 6-7980
President & Sales Manager...Philip Dubilier
PRODUCTS: Paper, electrolytic and mica condensers.

DX Crystal Co.

1200 N. Claremont Ave., Chicago 22, Ill.
Phone: Armitage 3740
Co-owner.....Louis J. Patla
Co-owner.....Maurice P. McLean
Sales Manager.....George H. Timmings
Chief Engineer.....John Laban
Credit Manager.....Corliss Bangart
Purchasing Agent.....Jane Sullivan
Advertising Manager.....Michael Mayger
PRODUCTS: Quartz xtals, toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies, loudspeakers.

Eastern Electronics Corp.

41 Chestnut St., New Haven 11, Conn.
Phone: New Haven 8-3191
President.....Amy G. Annis
Director of Esgineering..Roland S. Bruneau
Office Manager.....James T. Hagerty
Secretary-Treasurer.....John J. Sullivan
Chief Engineer.....Manfred Johnson
PRODUCTS: Radio and electronic test equipment, precision wire wound resistors, wheatstone bridges, impedance bridges, radio receiving sets, phono-record players, radio-phone combinations, phono-motor turntable units.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DIckens 2-3538
General Manager.....S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill., Phone, Delaware 4566, W. L. Holst, Rep.; P. O. Box 3113, Houston, Texas, Phone, Jackson 2-8459, M. F. Klicpera, Rep.; 1456 Waterbury Road, Cleveland 7, Ohio, Phone, Academy 4932, John O. Olson, Rep.
PRODUCTS: Microphone stands, microphone boom stands.

Hugh H. Eby, Inc.

18 W. Chelten Ave., Philadelphia, Pa.
Phone: TENnessee 1800
President.....James L. Hawley
V. P.-Treasurer.....Frank Holmstrom
Secretary.....T. J. Mullaney
Chief Engineer.....L. Wanner
Purchasing Agent.....J. Gould

PRODUCTS: Binding posts, sockets, plugs, terminal strips, metal stampings, screw machine parts, custom moldings, electrical assemblies of all types like radio and radar, telephone, headsets and microphones.

Eckstein Radio and Television Co., Inc.

914-18 LaSalle Ave., Minneapolis, Minn.
Phone: Main 8359
Pres.-Chief Engineer.....E. A. Eckstein
Sales Dept.....E. R. Bostrom
Purchasing Dept.....E. A. Eckstein
Export Manager.....Harry J. Scheel
PRODUCTS: Radio receivers, sound equipment and sound amplifiers.

Electrical Reactance Corp.

49 Elm St., Franklinville, N. Y.
Phone: 196-197
President.....C. E. Krampf
Chief Engineer.....D. W. Wagner
Purchasing Agent.....C. W. Bauer
Sales Manager.....John H. Wick
Personnel Director.....F. G. Schermerhorn
Accountant.....E. J. Thompson
Secretary to President.....Mary C. Lennon
PRODUCTS: Condensers, resistors, choke coils, loop antennas.

Electronic Corp. of America

45 W. 18th St., New York 11, N. Y.
Phone: Watkins 9-1870
President-Treasurer.....Samuel J. Novick
Vice-President .....B. Fein
Sales Manager.....J. Geartner
Purchasing Agent.....T. Karlin
V. P. in Charge of Export.....L. M. Braun
Chief Engineer.....F. Lester
PRODUCTS: AM, FM radio sets, record players, phonographs, television sets.

Electronic Engineering Co.

3223 Armitage Ave., Chicago, Ill.
Phone: Capitol 3130
General Sales Manager.....E. D. Rehfeldt
Chief Engineer.....H. Holubow
Chief Accountant.....T. D. Thorkelson
Purchasing Agent.....F. M. Falk
Superintendent .....S. Matz
Credit Manager.....K. C. Hawkins
Jobber Sales Manager.....J. S. Cislak
PRODUCTS: Transformers and chokes of all types, wave filters, saturable core reactors, rectifiers.

Electronic Laboratories, Inc.

24 W. 24th St., Indianapolis, Indiana
Phone: Talbot 2442, Riley 1551
President.....William W. Garstang
Vice-President-Engineering.....R. H. Frye
Vice-President-Sales.....W. E. Peek

Vice-President-Manufacturing....H. C. May
Treasurer.....T. D. Scheidler
Secretary.....W. J. Lochhead
Comptroller.....A. L. Mack
Chief Inspector.....H. Palin
Quality Control Head.....R. M. Loomis
Purchasing Agent.....D. A. Wilson
PRODUCTS: Vibrators, vibrator power supplies, inverters, fluorescent lighting, electrical toys, RR marine and bus fluorescent lighting.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: No. 2-2168

Manager.....D. A. Marcus
Chief Engineer.....S. K. Babock
Purchasing Agent.....W. C. Keeler
Controller.....Frank C. Mann
PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphones.

Electronic Tube Corp.

1200 E. Mermaid Ave., Phila. 18, Pa.
Phone: Chestnut Hill 6800

President-Treasurer.....Seymour Turner
Chief Engineer.....Henry Bemford
Sales Manager.....Deas Sinkler
Purchasing Agent.....Mary R. Scott
PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

Electro-Voice, Inc.

1239 South Bend Ave., South Bend 24, Ind.
Phone: 21431

President .....Albert Kahn
Vice-President.....R. E. Siekman
Sales Manager.....W. F. Soules
Chief Engineer.....L. R. Burroughs
Research Director.....A. M. Wiggins
Treasurer.....M. M. Wilson
PRODUCTS: Microphones.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: Chelsea 2-1800

President..... Benjamin Abrams
Secretary-Treasurer.....Max Abrams
V. P.-Engineering & Production
Dorman D. Israel
V. P.-Controller.....Morton E. Ornitz
Sales Manager.....Edgar G. Herrmann
Dir. of Purchases-Electrical.....J. L. Herold
Dir. of Purchases-Mechanical——H. J. Dostal
BRANCH OFFICES: 666 Lake Shore Drive,, Chicago, Ill., Phone, Superior 7485. E. N. Greenebaum, Jr., Manager. Subsidiary, 221 E. Cullerton St., Chicago 16, Ill., Phone, Victory 1613. Miss B. Engel, Secretary.
PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Ensign Coil Co.

2516 S. Pulaski Rd., Chicago 23, Ill.
Phone: Crawford 4905

President.....G. S. Ensign
Vice-President.....D. G. Ensign
Vice-President.....F. M. Wesley
PRODUCTS: Complete line of electrical coils and associated products.

Espey Manufacturing Co., Inc.

33 W. 46th St., New York, N. Y.
Phone: Bryant 9-2300

President-General Manager...Nathan Pinsley
Secretary-Chief Engineer..Jacob Rosenbaum
V. P.-Production.....James Valladares
V. P.-Sales.....Herman Lewis
Exec. Ass't to President....Arthur Dankner
Mdse. Control Director.....Gordon Poole
Comptroller..... Max Goldberg
Personnel Director..... Julius Treuman
Mdse. Manager.....Michael Ross
PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Erco Radio Laboratories Inc.

Hempstead, Long Island
Phone: Hempstead 6985-985

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment. (*resonance meters.)
AFFILIATED COMPANY: Aero Communications, Inc., Hempstead, Long Island, N. Y., Phone, Hempstead 6985-985.
PRODUCTS: Receivers, transmitters, radio airport traffic control equipment, radio frequency standards, radio communications equipment, radio test equipment, and resonance meters.

Fada Radio & Electric Co., Inc.

30-20 Thomson Ave., Long Island City, N. Y.
Phone: Ironsides 6-5400

President.....J. M. Marks
Assistant to President.....E. C. Nicholides
Secretary-Treasurer.....D. I. Marks
Director of Procurement.....I. N. Marks
Sales Manager.....A. Wellington
Chief Engineer.....C. E. Honeywell
Comptroller.....H. Carlish
Plant Manager.....J. Lewandowski
PRODUCTS: Radio receivers, radio-phonograph combinations, portable receivers, portable phonograph amplifiers, phonograph wireless record players, FM receivers and radio-phonograph combinations, television receivers.

Fairchild Camera and Instrument Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
Phone Jamaica 6-3800

President.....J. S. Ogsbury
Exec. Vice-Pres.....E. Robinson

Vice-President—Sales.....C. A. Harrison
Vice-Pres. & Secy.....C. L. Terrill
Vice-President.....J. A. Hewlett
Treasurer.....J. H. Dalton
Dir. Eng. & Research.....R. H. Lasche
Asst. Vice-Pres. & Works Manager
R. A. Draghi
Asst. Vice-President.....R. G. Sanders
Purchasing Agent.....J. E. Kaiser
Dir. of Publicity.....R. H. Bailey
Advertising Manager.....H. K. Yulke
PRODUCTS: Sound recorders (console and portable), amplifier-equalizers, transcription turntables, dynamic pick-ups, magnetic cutterheads, radio direction finders, precision potentiometers, special motors.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne, Indiana
Phone: Anthony 5301

President.....E. A. Nicholas
Vice-President—Engineering
B. Ray Cummings
Vice-President—Sales.....E. H. Vogel
Vice-President-Secretary.....E. M. Martin
Vice-President—Manufacturing..J. P. Rogers
Manager of Research.....Madison Cawein
Chief Engineer—Fort Wayne..J. C. Ferguson
Public Relations Director..Pierre Boucheron
Purchasing Manager.....R. L. Colfax
Sales Manager—Farnsworth..E. H. McCarthy
Sales Manager—Copehart.....I. C. Hunter
Advertising-Sales Promotion....J. S. Garceau
BRANCH OFFICES: 3301 S. Adams St., Marion, Indiana (Bluffton, Huntington, Indiana). Phone, 4600. J. P. Rogers, Manager; J. H. Pressley, Chief Engineer.
PRODUCTS: AM/FM radios, AM/FM radio-phonographs, automobile radios, television receivers, television transmitting equipment, television studio equipment, FM transmitters, railroad communications, police communications, mobile equipment, television tubes, Copehart automatic record changers, television antennas.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330

General Manager.....Ralph Rubenstein
Engineer.....Earl Kent
BRANCH OFFICES: 251 Fourth Ave., Gramercy 5-0711, New York, N. Y.; 150 Marietta St., N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

591 Broad St., Newark, N. J.
Phone: Mitchell 2-5942

V.-P.—Finance & Public Relations
H. C. Roemer
V.-P.—Radio Engineering & Sales
E. N. Wendell
V.-P.—Telephone Engineering & Sales
R. E. Smith
V.-P.—Manufacturing.....T. M. Douglas
Purchasing Agent.....L. C. Mercier
PRODUCTS: Aviation and Point-To-Point equipment, Broadcast AM & FM, Megatherm, High Frequency Heating Equipment, FM Mobile Equipment, Rectifier Equipment, Vacuum Tubes, Crystals, Rectifier Stacks, Cables, Transformers.

Felt Products Mfg. Co.

1504-16 Carroll Ave., Chicago 7, Ill.
Phone: Mon. 6750-56

President.....A. Mecklenburger
Mgr. of Industrial Division....B. J. Schwinn
PRODUCTS: Felt washers, paper parts, paper insulation special shapes, acetate cellulose special shapes, radio backs, and special shapes die cutting.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone: CIrcle 7-0912

Vice-President.....W. R. Spittal
PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
Phone: Passaic 2-3440

President.....H. G. H. Finch
Treasurer-Controller.....Harold J. Frees
Secretary.....Frank R. Brick
Asst. Secretary.....Margaret C. Harkey
Plant Mgr.-Chief Engineer.Richard E. Mathes
Sales Manager.....Herman H. Rathkamp
BRANCH OFFICES:10 E. 40th St., New York 16, N. Y. Phone, Murray Hill 5-7976. W. G. H. Finch, President. 1 Pleasant Ave., Clifton, N. J.
PRODUCTS: Facsimile, graphic arts, radar, custom built equipment.

A. W. Franklin Mfgr. Corp.

175 Varick St., New York 14, N. Y.
Phone: Walker 5-9620

President.....Albert W. Franklin
V.-P.—Engineering.....Joseph M. Vananzi
Credit Manager.....Fred Weller
Purchasing Agent.....Joseph Avick
Service Manager.....William Telmoss
PRODUCTS: Sockets, plugs, seitches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President.....Max Adelberg
Vice-President.....Arthur Freed
Treasurer.....Melvin Zalkin

PRODUCTS: Radio-phonograph combinations all with FM.

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans, La.
Phone: Raymond 4756

President.....W. T. Freeland
Vice-President.....G. E. Olschner, Jr.
Secretary-Treasurer.....J. H. Dallmann
Director of Sales.....Howard S. Frazier
Chief Engineer-Production Mgr.
Paul M. Reyling

PRODUCTS: Radio transmitting tubes.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.
Phone: 2-2820

Chief Engineer-Proprietor—Billings S. Fuess
Credit Manager.....Lucile Fuess
Proprietor.....Billings S. Fuess

PRODUCTS: Loud speaker cones, spiders, noulded and formed products.

Galvin Mfg. Corporation

4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPAulding 6500

President.....Paul V. Galvin
Vice-President in Charge of Production
Frank J. O'Brien
Vice-President in Charge of Automotive Division .....Elmer H. Wavering
Vice-President in Charge of Home Products Division.....W. H. Stellner

PRODUCTS: Motorola Home Receiving Sets, Radio Phonograph Combinations, FM Receiving Sets, Automatic Record Players, Auto Radio Receiving Sets, AM and FM 2-Way Police Radio Communication Systems, Aircraft Radio.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044

President.....Max W. Weintraub
Sales Manager.....Louis Silver
Chief Engineer.....B. S. Trott

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

General Electric Electronics Department

1 River Rd., Schenectady, N. Y.
Phone: SChenectady 4-2211

President of Company.....C. E. Wilson
Vice-Pres. in Charge of Electronics Dept.
Dr. W. R. G. Baker
Genl. Sales Mgr.....A. A. Brandt
Acting Publicity Mgr.....E. L. Robinson

BRANCH OFFICES: 570 Lexington Avenue, New York, N. Y., District Manager, N. Y. H. J. Mandernach; 140 Federal Street, Boston, Mass., District Manager, R. L. Hanks; 1405 Locust Street, Philadelphia, Pa., District Manager, T. B. Jacocks; 4966 Woodland Avenue, Cleveland, Ohio, District Manager, R. P. VanZile; 840 South Canal Street, Chicago, Ill., District Manager, G. S. Peterson; 1801 North Larmar Street, Dallas, Texas, District Manager, T. B. Willard; 235 Montgomery Street, San Francisco, Calif., District Manager, W. A. Boland; 187 Spring Street, N. W., Atlanta, Ga., District Manager, R. N. Fowler; 106 West 14th Street, Kansas City, Mo., District Manager, R. J. Meigs.

PRODUCTS: Receivers, Transmitters, Tubes, Components.

General Electronics Inc.

1819 Broadway, Room 1410
New York 23, N. Y.
Phone: CIrcle 7-8093

Vice-President-Treasurer....D. E. Replogle
Sales Manager.....T. A. Haish

PRODUCTS: Electron power and transmitting tubes.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Factory Mgr.-Plastics Div.
O. W. Marsh
Vice-Pres., Factory Mgr.-Mech. Div.
W. A. Schmittgen
Vice-Pres., Sales Mgr. of Mechanical Div.
H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div.
Steve Hiltebrant

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

Subsidiaries:
General Instrument & Appliance Corp.
General Electronic Apparatus Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Chairman of the Board.....Samuel Cohen
President-Treasurer.....A. Blumenkrantz
Executive Vice-President....Richard E. Laux
Vice-President—Sales.....Don J. Phelps
Sales Manager.....George P. Marron
Speaker Division.....Leon Golder
Chief Engineer.....Berne N. Fisher

PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Gen. Manager.....Edward Metzger
Sales Manager.....Morris Perlman
Chief Engineer.....Gunnard Swedlund
Credit Manager.....Vera Ludwig
Purchasing Agent.....Ernest Neustadter

PRODUCTS: Coil Forms, Terminal Strips, Radio Backs, Baffle Boards, Loop Forms, Sockets and Special Assemblies, Fabricators of Laminated Phenolic Materials and other products.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.
Phone: FItzroy 5760
President.....Charles M. Hofman
Sales Manager.....O. H. Hofman
Chief Engineer.....J. R. Hoven
Laboratory Director.....M. R. Klippel
Credit Manager.....F. E. Wiley
Purchasing Agent.....W. M. Tilli

PRODUCTS: Magnets.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400
Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Production.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Asst. Secretary-Treasurer.....C. E. Hills, Jr.
Chief Engineer.....M. Eastham

PRODUCTS: Radio and electronic instruments.

Goat Metal Stampings, Inc.

314 Dean Street, Brooklyn 17, N. Y.
President.....Walter Goat
Vice-President.....Jens Mortensen
Secretary.....Edward F. Staver
Sales Manager.....Edward M. Haines

PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

The Hallicrafters Co.

2611 S. Indiana Ave., Chicago, Ill.
Phone: Calumet 1600
President.....W. J. Halligan
Vice-President.....R. W. Durst
Vice-President—Engineering R. E. Samuelson
Secretary-Treasurer.....J. J. Frendreis
Assistant Secretary.....E. J. Corcoran
Assistant Treasurer.....M. P. Heinz
Advertising Manager.....E. G. Brown

PRODUCTS: Short-wave radio communications, receivers and transmitters.

Hamilton Radio Corp.

510 Sixth Ave., New York 11, N. Y.
Phone: GRamercy 7-5210
President.....A. A. Juviler
Vice-President.....P. L. Schoenen
Asst. Treasurer.....M. Sobin
Director of Sales.....J. F. Crossin
Chief Engineer.....J. Ravdin
Purchasing Engineer.....M. Z. Landau
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone LOngacre 5-1300
President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P .....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer
Advertising Mgr.....G. W. Shuart

PRODUCTS: Manufacturers of precision communications equipment.

Harco Steel Construction Co., Inc.

1180 E. Broad St., Elizabeth 4, N. J.
Phone: Elizabeth 2-0826
President & Treasurer.....Harold Cohen
Secretary.....Hugo E. Kern
Vice-President.....C. S. Loftus

PRODUCTS: Radio masts and towers.

Frederick Hart & Co., Inc.

(Formerly Amertype Recordgraph Corp.)
350 Madison Ave., New York 17, N. Y.
Phone: Vanderbilt 6-3236
Vice-President.....Albert D. Stern

PRODUCTS: Sound recording-reproducing instruments for radio stations, 2-way telephone conversations where authorized, radio interception and monitoring, film recorder-reproducers, magnetic recorder-reproducers.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390
Secretary-Gen.-Mgr.....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstine, Asst. Secretary. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800
President.....Frank Lyman, Jr.
Sales Manager.....James E. McDonald
Chief Engineer.....Bernard J. Cosman

PRODUCTS: FM Broadcast Transmitters, Marine Radio Equipment, Police Radio Equipment, Regulated Power Supplies, Electronic Equipment, Communications Equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

Partner-Sales Manager....George K. Haydu
Partner.....Zoltan Haydu
Chief Engineer.....Zoltan Haydu
Purchasing Agent.....E. Sichel

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation

1775 Broadway, New York 19, N. Y.
Phone: COlumbus 5-0793

Chairman.....Edgar Rickard
President.....Jack Binns
Vice-Pres.-Chief Eng.....W. A. McDonald
Asst. Treas.....Herbert F. Clough

PRODUCTS: Patents and engineering service to manufacturers.

Hewlett-Packard Co.

395 Page Mill Road, Palo Alto, Calif.
Phone: Palo Alto 2-4651

Partner.....David Packard
Partner.....William R. Hewlett
General Manager.....Glenn Zieber
Sales Manager.....W. Noel Eldred
Chief Development Engineer..Bruton Bauer
Plant Superintendent.....Albert A. Spear

PRODUCTS: Laboratory instruments.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446

President-General Manager...H. L. Hoffman
Vice-President.....W. D. Douglas
Vice-President—Engineering..W. S. Harmon
Secretary-Treasurer.....R. A. Yarcho
General Sales Manager.....R. J. McNeely
Asst. Sales Manager.....D. D. Spence
Purchasing Agent.....P. L. Fleming
Advertising-Sales Promotion...W. A. Watson

PRODUCTS: Radios, table models, consoles, combinations, combinations with recorders, box kites (commercial).

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Vice-President.....I. M. Munig
Vice-President.....Howard C. Briggs
Treasurer.....G. L. Turnquist
Chief Engineer.....W. James
Purchasing Agent.....N. J. McCurdie
Asst. Sales Mgr.....Frank E. Burt

PRODUCTS: AM-FM radios and phonograph combinations, television receivers, recording discs and other electronic products.

Hytron Corp.

76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Treasurer.....Lloyd H. Coffin
Sales Manager.....John Q. Adams
Chief Engineer.....C. F. Stromeyer
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Advertising Manager.....Harry G. Burnett
Export Manager.....W. L. Urquhart

PRODUCTS: The following vacuum tubes: receiving, ballast, hearing-aid, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-hearing), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.

150 Summit St., Newark, N. J.
Phone: Mi 2-6466

Manager.....Herman K. Kuthe

PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President & Treas.....A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr....Joseph F. Drennan
Secretary.....Albert Kahn
Asst. Secretary.....M. J. Drew

PRODUCTS: Permanent magnets, radar magnet assemblies, alloy castings. 149 Devonshire Court, Rochester, N. Y., Gerald Troy.

Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 664

President.....Ralph C. Shermund
Vice-President.....Charles V. Litton
Chief Engineer.....D. Gordon Clifford
Credit Manager.....G. C. Stuparich
Purchasing Agent.....M. M. Fisch

PRODUCTS: Industrial transmitting tubes, vacuum condensers, vacuum relays.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone AStoria 8-3738

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice-Pres.-Treas.....Edward J. Cohen
Production Manager.....C. W. Peterson

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

President.....C. Russell Feldmann
Treasurer.....R. J. Nixon
Service Manager.....K. L. Granger
Purchasing Agent.....R. H. Wann
V.-P.—Mfg. Eastern Div....Fleming Johnson
Director of Eng.....R. M. Daugherty

PRODUCTS: Electric sets: compact, table, portable, consoles; battery sets: automobile, portable, portable AC-DC, table; combinations: radio-phonograph-radio phonograph automatic record changers; frequency-modulation sets; console, also aviation sets and record-players.

International Resistance Co.

407 N. Broad St., Phila. 8, Pa.
Phone: Walnut 2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres., Chief Eng.....Jesse Marsten
Manager, Industrial Div.....H. G. Beebe
Manager, Radio Division.....C. H. Griffith
Manager, Merchandise Div.....Robert Baggs

BRANCH OFFICE: 165 Broadway, Room 1438, New York, N. Y., Manager, A. H. Harddick, Sales Engineer, Malcolm Newbold.

PRODUCTS: Fixed and variable resistors, volume and tone controls, potentiometers, attenuators, and power rheostats.

Irvington Varnish & Insulator Co.

6 Argyle Terrace, Irvington 11, N. J.
Phone: ESsex 3-4200

Pres. & Genl. Mgr.....A. E. Jones
Credit Manager.....F. M. Miller
Genl. Sales Manager.....J. J. Connors
Purchasing Agent.....K. C. Johnson

PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone: Belleville 2-4600

Directors.....Paul H. Mouraud, L. E. O'Rourke, A. F. Heard
Ceramic Sales Manager.....William West
Radio Sales Manager.....L. C. Sanford
Works Manager.....Paul Mourand
Treasurer.....A. F. Heard

BRANCH OFFICES: 43 East Ohio Street, Chicago, Ill., Phone, Superior 5925, District Engineer, H. Pretat; Bulkley Building, Cleveland, Ohio, District Representative, C. E. White.

PRODUCTS: Steatite, high frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment, radar assemblies.

The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President-Sales Manager....Paul F. Jackson
Chief Engineer.....George M. Buchard

PRODUCTS: Test equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Exec. Vice-Pres.....Alfred E. Tregenza
Vice-Pres. & Secy.....J. M. Bennan
Vice-President.....R. A. Hoagland
V.-P., Engineer.....L. Mauerer
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7600

President.....Thomas A. White
Vice-President.....Hugh S. Knowles
Comptroller.....Herbert F. Harris
Purchasing Agent.....George H. Turner
Secretary.....A. L. Oliver
Advertising Manager.....Bayard H. Clark
Chief Engineer.....Hugh S. Knowles
Export Manager.....Bayard H. Clark

BRANCH OFFICE: Box 825, Oakland, Calif. Phil Bechamber, rep.

PRODUCTS: Loudspeakers, reproducers.

J. F. D. Manufacturing Co.

4117 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100

President.....Julius Finkel
General Manager.....Albert Finkel
Chief Engineer.....William Kissel
Credit Manager.....Ethel Siegel
Purchasing Agent.....Joseph Shapiro
Sales Manager.....Edward Finkel

PRODUCTS: Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

Johns-Manville Corp.

22 East 40th St., New York 16, N. Y.
Phone LExington 2-7600

PRODUCTS: Sound-control materials and acoustical-engineering service.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.
Phone: Portsmouth 6900

President.....J. G. Kellogg
Executive Asst. to President..C. D. Manning
Secretary.....J. H. Kellogg
Treasurer.....H. C. McCluskey
Sales Manager.....F. M. Parsons
Purchasing Agent.....J. Geiger

PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Koiled Kords).

Ken-Rad Tube & Lamp Corp., Inc.

Owensboro, Ky.
Phone: Owensboro 2000

President.....Roy Burlew
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.
Phone DAyton 9-0100

President.....Franklin P. Kenyon
Vice-President & Chief Engineer
Richard B. Shimer

PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: Spaulding 7208

Partner.....Vincent M. Kerrigan
Partner.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.
Phone CI 6-0488

Contact....."Wes" Cowen

BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Dunlicating Papers, Music Tapes.

King Laboratories, Inc.

205 Oneida St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
General Manager.....W. R. MacLeod
Secy. & Treas.....George L. King

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kludge Electronics Co.

1031 N. Alvarado St., Los Angeles 26, Calif.
Phone: Exposition 1742

President.....Myron E. Kludge
Chief Engineer.....Paul D. Langrick
Sales Manager.....Ted Stark
Production Manager....Edward C. Bickhart

PRODUCTS: Radio transmitters: broadcast, aviation, police and amateur. Transmitting tubes, frequency monitors, modulation monitors, magnetic recording equipment.

Kuthe Laboratories, Inc.

150 Summit St., Newark 4, N. J.
Phone: MItchell 2-6466

President.....Herman K. Kuthe
Vice-President.....Bernard Hellring
Treasurer.....Hedwig Kuthe

PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

The Langevin Co., Inc.

36 W. 65st St., New York 23, N. Y.
Phone: Endicott 2-7200

President.....Carl C. Langevin
V.-P.—Sales.....H. B. Miller
V.-P.—Manufacturing.....P. F. Kavanagh
V.-P.—Field Engineering.....W. J. Jurek
V.-P.—Development.....W. J. Dallin
Secretary.....Fredericka Dekan
Treasurer.....A. J. Prins
Purchasing Agent.....J. A. Barry
Transformer Engineer.....Frank Edmonds

BRANCH OFFICES: 1050 Howard St., San Francisco 3, Calif., H. A. Wollenberg, Vice-President. 1000 N. Seward St., Los Angeles 38, Calif., W. T. Brown, Vice-President.

PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President.....J. S. Lapp
Vice-President.....W. F. Young
Treasurer.....G. W. Lapp
Sales Manager.....Brent Mills
Chief Engineer.....Ralph L. Jenner

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lear, Inc.

110 Ionia Ave., N. W., Grand Rapids 2, Mich.
Phone: 6-9651

President.....William P. Lear
Vice-President.....Elmer R. Crane
Mdse. Manager—Home Radio Div.Nate Hast
Sales Manager—Aircraft Radio Div.
Hal T. Sagert
Manager—Wire Recording Div.
Andy W. Korb
Advertising Manager.....Ben S. Bland

PRODUCTS: Radio Division (aircraft & home): automatic aircraft antenna reels, shielded antennae, gyro & directional compasses, control tower equipment, automatic

direction finders. Receivers: aircraft, home, beacon, grid marker, portable, phonograph combinations, receiver-transmitters, wire recording combination, ultra high frequency, very high frequency, wire record. Transmitters: aircraft, portable, ultra high frequency, very high frequency. Wire recorders for office, commercial and home use. Trade name, "Learadio."

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary

BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators. Antenna Towers and Masts. Supporting Towers for FM and Television.

Lektra Laboratories, Inc.

30 E. 10th St., New York 3, N. Y.
Phone: Algonquin 4-0230

President.....Milton W. Blatner
Vice-President.....Ben Eisenberg
Chief Engineer.....Ben Eisenberg
Purchasing Agent.....A. Severin

PRODUCTS: Electronic Photo Timers, Electronic Industrial Timers, Electro Shock Therapy equipment, Galvanic Generators, Faradic Generators, Sinusoidal Generators, Electrolysis Equipment.

Lewyt Corp.

60 Broadway, Brooklyn 11, N. Y.
Phone: Evergreen 8-9600

President.....Alex M. Lewyt
Works Manager.....Arnold Wolf
Sales Manager.....Jerome L. Strauss
Chief Electronics Engineer..R. Lee Freeman
Director of Purchasing....J. Ralph Walker
Director of Industrial Relations
W. V. Ronner

PRODUCTS: Contract manufacturer of private brand radios, radio-phonograph combinations.

Libbey Glass
Division of Owen-Illinois Glass Co.

P. O. Box 1035, Toledo 1, Ohio
Phone: Main 7131

President.....J. P. Lewis
Vice-Pres.-Dir. of Sales.....F. J. Solon
Mgr., Industrial Sales.....R. W. Rogers
Chief Engineer.....H. R. Schutz
Credit Manager.....C. B. Rairdon
Purchasing Agent.....C. L. Rice
Export Manager.....O. R. Hecht
Production Manager.....G. H. Meeker

PRODUCTS: Lead, lime and borosilicate glass handmade bulbs; general lime glass containers.

Lifetime Sound Equip. Co.

1101 Adams St., Toledo, O.
Phone Main 5643

General Manager.....Wm. H. Manoff
Factory Manager.....M. H. Manoff
Production Engineer.....F. L. Church

PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Chief Engineer.....Wesley Thompson
Production.....George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

Power Tube Division: 25 Grand St.
Norwalk, Conn.
Phone: Norwalk 6-5581
X-Ray Division: 1063 Hope Street
Springdale, Conn.
Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-President.....W. E. Stevenson
Treasurer.....J. A. Lambert
General Sales Manager.....H. J. Hoffman
Manager of Engineering.....T. H. Rogers

PRODUCTS: A complete line of Electronic tubes for X-Ray, radio transmitting, and industrial purposes.

The Magnavox Company

Fort Wayne 4, Indiana
Phone: A-5474

President.....Richard A. O'Connor
Executive Vice-President....Frank Freimann
Factory Manager.....L. E. Quinnell
Chief Electrical Engineer, Radio-
Phonograph Division....R. H. Dreisbach
Sales Manager—Components Div.
Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

Majestic Radio & Television Corp.

St. Charles, Illinois
Phone: St. Charles 3860

President.....E. A. Tracey
Vice-President.....E. V. Otis
Vice-President—Engineering...D. E. Foster
Director of Sales.....Parker H. Ericksen
Assistant Sales Manager..C. V. del Mercado
Treasurer.....John W. Mathews

Purchasing Agent.....A. Ginsberg
Works Manager.....John Stevens
Director of Purchasing.....J. O. Copel
Personnel Manager.....F. Ryron

BRANCH OFFICES: Majestic Records, Inc., 29 W. 57th St., New York, N. Y. Phone, Plaza 5-2621. James J. Walker, President. Majestic Records, Inc., 223 Raymond Blvd., Newark, N. J. Phone, Market 3-0472. Edward F. Barile, Works Manager.

PRODUCTS: Radio receiving and transmitting sets.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren
Treasurer.....Robert Meyer
Sales Manager.....Nelson C. Doland, Jr.
Purchasing Agent.....J. L. Hiss

PRODUCTS: Model 58 radio noise & field strength meter, model 62 vacuum tube voltmeter, models 65B, 78 78FM, 80, 84 UHF signal generators, model 71 square wave meter, model 79B pulse generator, megacycle meters, megohm meters, moisture meters, FM & Television test equipment.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: Plymouth 33

President.....John S. Meck
Chief Engineer.....Charles Wexler
Sales Manager.....H. A. Hutchins
Purchasing Agent.....B. L. Bethel
Controller.....R. G. Eggo

PRODUCTS: Radio receiving sets, radio-phonograph combinations, phonographs, public address equipment, industrial sound equipment.

Meissner Mfgr. Division Maguire Industries, Inc.

Mt. Carmel, Illinois
Phone: 733

Vice-President.....James T. Watson
Sales Manager.....Oden F. Jester
Sales Coordinator.....John F. Gibbs
Director of Purchases....William F. Covert
Works Manager.....C. W. Hildenbran
Chief Engineer.....E. J. Stanmyre
Jobbing Sales Manager.....R. M. Karet
Asst. Secretary.....Madge A. Hubbard
Division Accountant.....G. W. Osbeck
Service Manager.....W. M. Atkins

PRODUCTS: Radio - phonographs, radar, television, FM converters, amateur receivers, amateur transmitters, test equipment, recording equipment, R. F. coils, I. F. coils, trimming condensers, padding condensers.

Merit Coil & Transformer Corp.

4427 N. Clark St., Chicago 40, Ill.
Phone: Longbeach 6311

President.....Charles C. Koch
Vice-President-Chief Engineer..Harold Jones
Secretary-Purchasing Agent.Arthur J. Herold
Treasurer.....Anne G. Schmidt
Superintendent.....Harry R. Koch
Sales Manager.....John I. Crockett, Jr.
Credit Manager.....Dorothy Tekip

PRODUCTS: Transformers.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn 6, N. Y.
Phone: STagg 2-9820

President.....A. P. Hirsch
Sales Manager.....E. B. Tyler
Vice-President.....F. A. Whiting
Purchasing Agent.....Robert Price

PRODUCTS: Fixed capacitors, resistors.

Micro Switch Division of First Industrial Corporation

Freeport, Ill.
Phone: State 900

President.....W. B. Schulte
Exec. Vice-President.....W. W. Gilmore
Vice-President.....A. L. Riche
Sales Manager.....F. E. Wilsey

PRODUCTS: Precision snap-acting micro switches and auxiliary actuators, micro limit switches, special micro switches, thermally operated micro switches, explosion-proof micro switches, splash-proof micro switches, aircraft switches.

Midwest Electric Products, Inc.

1710 N. Luett St., Indianapolis 8, Ind.
Phone: Belmont 5490

President.....W. J. Saeman
Sales Manager.....W. J. Saeman
Vice-President.....Wm. C. Hylan
Chief Engineer.....R. D. Jefferies

PRODUCTS: IF transformer, oscillator and antenna coils, RF chokes, wire harnesses, relays and relay assemblies.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

President.....Dr. R. Byrne
Secretary—Ch. Eng.....J. M. Kuhlik, Sc.D.
Treasurer.....H. B. Kuhlik
Advertising Mgr.....A. Altomari
Vice-President.....G. Ruskin
Public Relations.....B. Burns
Electronics Head.....P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictating Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion, "Talkie" Recorders for 8-16 mm. Motion Pictures.

James Millen Manufacturing Co., Inc.

150 Exchange Street
Malden 48, Massachusetts
Phone: Malden 4108 and 4109

President .....James Millen
Sales Manager.....James Millen
Chief Engineer.....R. Wade Caywood
Purchasing Agent.....George Pike
Export Manager.....C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and all component parts.

Mirror Record Corp.

58 W. 25th St., New York 10, N. Y.
Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: Wabash 8800

President-Treasurer.....Leslie F. Muter
Vice-President-Secretary.....A. A. Dailey
Vice-President.....Paul J. Pfohl
Chief Engineer.....K. E. Rollefson
Production Engineer.....C. M. Kraemer

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6800

President.....A. V. Wilker
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-President.....C. O. Kleinsmith
General Sales Mgr.....R. P. Bergan
Mgr. Battery Eng. Dept.....W. H. Fritz

PRODUCTS: Dry Batteries.

National Co., Inc.

61 Sherman St., Malden, Mass.
Phone: Malden 7950

Chairman of Board.....W. B. Hopkins
President.....W. A. Ready
Vice-President.....H. W. Cairns
Treasurer.....W. H. Balcke
Engineering Manager.....W. J. Larkin

PRODUCTS: Receiving sets, FM receivers, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R. F. and I. F. transformers, sockets, couplings, receiving parts.

National Design Service

96 Liberty St., New York, N. Y.
Phone: Beekman 3-0207

General Manager.....Jules M. Labert
Executive Manager.....Lawrence Zeitsoff
Chief Engineer.....Irving Brand
Director of Research.....Clarence Lundy
Radio Engineer.....Charles Whaley
Asst. Laboratory Director....T. McLaughlin
Chief Mechanical Engineer.....H. Walton
Field Engineer.....Victor Markosian
Field Engineer.....Joseph Donnelly
Field Engineer.....Jules Woelgesy

PRODUCTS: Consultant radio engineers. IF & RF sweep generators, television test equipment, centralized factory test equipment.

National Union Radio Corp.

15 Washington St., Newark 2, N. J.
Phone: HUmboldt 2-5050

President.....S. W. Muldowny
Controller.....E. O. Sandstrom
Dir. of Labor Relations.....A. C. Beeson
Dir. of Distributor Sales.....J. J. Clune
Production Manager.....F. A. Turnquist
Credit Manager.....H. A. Pope

PRODUCTS: Receiving Tubes, Cathode Ray Tubes, Television Tubes, Transmitting Tubes, Ballast Tubes, Phototubes, Condensers, Dry Batteries, Volume Controls.

Noblitt-Sparks Industries, Inc.

13th St. & Big Four Railroad, Columbus, Ind.
Phone: Columbus 5521

President.....Q. G. Noblitt
Vice-President.....G. W. Thompson
Sales Manager.....Burl Buckner
Chief Engineer.....A. D. Silva
Advertising Manager.....Guy C. Cyr

PRODUCTS: AM and FM radios for civilian use, electronic equipment for the Signal Corps.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, Quebec, Canada
Phone: Wilbank 3131

President.....P. F. Sise
Vice-Pres.-General Manager..R. D. Harkness
Vice-President—Accounts & Finance
William Carswell
Vice-President—Sales.....M. K. Pike
Asst. Gen. Mgr.—Manufacture.J. S. Cameron
Comptroller.....D. M. Farish
Secretary-Treasurer.....W. E. McBain
Manager—Electronics Div.....A. B. Hunt
Sales Mgr.—Electronics Div....H. R. Varcoe
Electronics Engineer.....F. F. Fulton
Works Mgr.—Electronics Div....J. G. Little

PRODUCTS: Aviation radio equipment, broadcasting equipment, round reproducing systems, navigation radio aids, police radio equipment, train radio equipment, radio receivers for home, power line carrier equipment, radio telephone systems, Northern-Hammond Organs, microphones, vacuum tubes, amplifiers.

Ohio Tool Company

3160 W. 106th St., Cleveland 11, Ohio
Phone: Orchard 3200

Controlling Partner.....L. E. Butzman
General Manager.....C. E. Quay
Sales Manager.....O. F. Welshans
Comptroller.....G. M. Craig
Production Manager.....R. E. Palmer

PRODUCTS: Manufacturing radio dynectron rotary converters.

Ohmite Mfg. Co.

4835 Flournoy St., Chicago 44, Ill.
Phone: Austin 1070

President.....D. T. Siegel
Vice-Pres., Production.....J. S. Howe
Vice-Pres., Sales.....R. S. Laird
Chief Engineer.....H. Levy
Purchasing Agent.....A. Stolzenfeldt

PRODUCTS: Rheostats, resistors, rotary tap switches, R. F. and power line chokes, and attenuators.

Oxford-Tartak Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President.....R. C. Walker
General Manager.....Robert Adams
Sales Manager.....James H. Wood
Chief Engineer.....Madison Jones
Credit Manager.....David Davis
Purchasing Agent.....Howard Corey
Advertising Manager.....Clay Crane
Plant Manager.....Alexander Polak

PRODUCTS: Loud speakers, output and line transformers, magnets.

Pacific Sound Equipment Co., Inc.

130 N. Beaudry Ave., Los Angeles 12, Calif.
Phone Michigan 2381

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas

BRANCH OFFICE: 4821 Bethesda Avenue, Bethesda 14, Md. (Washington, D. C.), Phone, Wisconsin 3144, Representative, William H. Holmes.

PRODUCTS: Phonographs, electric and acoustic; transcription reproducers; public address systems; etc.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Director of Sales.....J. M. Spain
Chief Engineer.....R. H. Freck
Purchasing Agent.....A. T. Baxter

PRODUCTS: Receivers: Electric — Compact, Table, Portable, Console; Battery — Portable, Portable AC-DC; Combinations—Radio-Phonograph, Radio - Phonograph - Recorder; Frequency Modulation — Table, Console, FM-AM Table, FM-AM Console; Television—Table, with FM, with AM, with FM-AM; Console, with FM, with AM, with FM-AM and Phonograph; Miscellaneous — Amateur, Aviation; also record-players.

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.
Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb
Chairman of Exec. Comm..James T. Buckley
President.....John Ballantyne
Vice-Pres., Charge of Operations
Wm. Balderston
Vice-Pres., Charge of Sales
Thomas A. Kennally
Vice-Pres., Charge of Merchandising
James H. Carmine
Chief Radio Engineer.....Palmer M. Craig
Chief Television Eng.....F. J. Bingley
Director of Research.....David B. Smith
Vice-Pres., Charge of Service.....R. F. Herr

PRODUCTS: Radio receiving sets, automobile radio receivers, refrigerators, air conditioners, aircraft radio communications and radar equipment. Radio parts, tubes, accessories, dry vatteries.

Philharmonic Radio Corp.

528 E. 72nd St., New York 21, N. Y.
Phone: Butterfield 8-2300

President-Treasurer.....Z. Soucek
Vice-President—Engineering....V. Brociner
Asst. Secretary-Treasurer..... L. Ertle
Plant Manager.....P. Cassata
Personnel Manager.....I. Juliber
Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

Manager.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Levine
Export Manager.....M. L. Granat
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary.....I. W. Wyckoff
General Works Manager.....J. Benjamin
Domestic Sales Manager..Allen D. McGehee
Export Sales Manager.....J. E. Chorlian

Engineer—Radio Design.....E. Jahns
Engineer—Television Design.W. Auerbacher
Purchasing Agent.....H. Zuckerman

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers.

Precision Specialties

210 N. Western Ave., Los Angeles, Calif.
Phone: Hi. 8333

General Manager-Co-owner.....L. Glaser
Sales Manager-Co-owner.....J. Raeburn
Radio Dept. Head.....W. F. Frankart
Chief Purchasing Agent.....C. Gould
Chief Engineer—Plastics.....M. R. Roberts
Comptroller.....P. Gatov
General Sales Manager.....P. Belvin, 3rd
Plant Manager—Plastics.....Mr. Washburn
Plastic Stylist-Engineer.....Lee McMurray

PRODUCTS: Broadcast receivers AC-DC, Phono-combinations, FM-AM consoles, crystal sets, electronic toys, short wave communication equipment, civilian walkie-talkie, radio equipment.

Premax Products Division—Chisholm-Ryder Co., Inc.

College & Highland Aves., Niagara Falls, N.Y
Phone 9186

President.....S. M. Ryde:
Secretary.....C. S. Maurer
Manager.....G. O. Benson

PRODUCTS: Vertical Antennas, Mobile Antennas, Insulators, Mountings, Ground Rods.

Press Wireless Mfg. Corp.

1475 Broadway, New York 18, N. Y.
Phone: Bryant 9-5030

President.....A. Warren Norton
Vice-President-General Mgr. Ray De Pasquale
Treasurer.....James Humphry, Jr.
Secretary.....James E. Denning

PRODUCTS: High and low power transmitters for FM and AM, radio receivers for FM-AM including diversity, radio printers systems, moduplex and radio voice channeling devices, radiophoto and facsimile transmitters and receivers, central office terminal equipment.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.
Phone: Circle 5-7760

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer.....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Ralph C. Powell

BRANCH OFFICERS:18288 Oppoline Ave., Detroit, Mich., Phone, University 1-0180, Art Adams, Manager. 5060 City Line Ave., Philadelphia, Pa., Phone Greenwood 0799, W. G. Stewart, Manager. 350 Lake St., Boston, Mass., Phone, Belmont 4510, H. M. Lane, Manager. 309 Reliance Bldg., Kansas City, Mo., Phone, Victor 4631, C. E. Terry, Manager. 88 S. Tenth St., Minneapolis, Minn., Phone, Atlantic 4216, E. H. VanKrevelen, Manager. 1836 Euclid Ave., Cleveland, Ohio, Phone, Main 1565, E. P. Scott, Manager. 600 S. Michigan Ave., Chicago, Ill., Phone, Harrison 4240, Leroy W. Beier, Manager. Washington, D. C. (Silver Spring, Md.), Phone, Shepherd 4003, Morris F. Taylor, Manager. 7422 Melrose Ave., Los Angeles, Calif., Phone, Whitney 1147, Norman B. Neeley, Manager. 104 Battery St., Seattle, Wash., Phone, Sen. 2560, L. D. March, Manager. P. O. Box 1805, Dallas, Texas, Phone, Tennison 3-7093, J. Earl Smith, Manager. Dominion Square Bldg., Montreal, Quebec, Phone, Marquette 6368, W. P. Downs, Manager. 4253 Quitman St., Denver, Colo., Phone, Grand 1768, Richard A. Hyde, Manager. 25 Warren St., New York, N. Y. (Export), Phone, Barclay 7-5513, Norman Simons, Manager. 940 Lake Elbert Drive, Winter Haven, Fla., Phone, 22-684, R. H. Van Dusen, Manager. Ellicott Square Bldg., Buffalo, N. Y., Phone, Washington 2517, R. W. Mitscher, Manager. 3535 Dell Trail, Chattanooga, Tenn., Phone, 4-4026, Jesse P. Johnson, Manager. 1067 Alekea St., Honolulu, Hawaii, Phone, 3966, Tommy Kearns, Manager.

PRODUCTS: Sound recording equipment, discs, needles, transcription turntables, recording amplifiers and accessory recording equipment.

Radex Corp.

53 W. Jackson Blvd., Chicago, Ill.

President.....R. R. Cook
Comptroller.....P. S. Deasy
Asst. Secretary.....Leonora Webb
Engineer.....Harold A. Stein
Secretary.....E. S. Cook

PRODUCTS: Pocket signal tracer, radiating loop.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
Phone: Camden 7300

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
Secy. & Treas.....William W. Paul
Factory Manager.....Frank A. Cowgill
Chief Engineer.....Joseph S. Robb
Purchasing Agent.....James W. Willard
Sales Manager.....William J. May

PRODUCTS: Variable air condensers and mechanical push-button controls.

Radio Corp. of America (RCA Victor Division)

Front & Cooper Streets
Camden, New Jersey
Phone Camden 8000

Exec.-Vice-Pres., Charge of Division ..... Frank M. Folsom
Chief Engineer ..... Dr. C. B. Jolliffe
Operating V.-P. ..... J. G. Wilson
V.-P.—Engineering Products Division ..... Meade Brunet
V.-P.—General Attorney ..... J. H. McConnell
V.-P.—Home Instrument Dept. ..... J. B. Elliott
V.-P.—Tube Div. ..... L. W. Teegarden
V.-P.—Record Div. ..... J. W. Murray

PRODUCTS: Custom built communication and sound equipment, sound reinforcing equipment, broadcast transmitters and studio equipment, Industrial Sound Equipment, records and transcriptions, electronic tubes, television transmitting and receiving equipment, FM transmitting and receiving equipment, special electronic apparatus and facsimile equipment.

Radio Development & Research Corp.

26 Cornelison Ave., Jersey City 4, N. J.

President ..... S. Irving Weiss
Sales Manager ..... Isidore B. Meltzer
Chief Engineer ..... Robert Dorr
Purchasing Agent ..... George H. McCaffrey
Service Manager ..... Albert Cohn

PRODUCTS: Home receivers, two-way plane communications, magnetic steel tape recorders, public address systems, ship-to-shore communications. Trade names Magictone, Chronovox.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.
Phone: AStoria 8-1010

President ..... Charles M. Srebroff
Vice-Pres. ..... Frank A. Gunther
Secretary ..... Marion Wade
Chief Engineer ..... Malbon H. Jennings
Plant Manager ..... Henry Dietz
Sales Manager ..... Joseph Behr
Director of Purchases ..... Marion Wade

PRODUCTS: Broadcast transmitters, frequency modulation and amplitude modulation, antennas, test equipment, FM speech consoles, FM studio to transmitter relays, FM receivers, loudspeaker units, portable transmitters for remote pick-up service, mobile two-way FM transmitters and receivers for Military and Municipal use.

Raytheon Manufacturing Co.

Waltham 54, Mass.

President ..... Laurence K. Marshall
Vice-Pres.-Treas. ..... David T. Schultz
Secretary ..... D. L. Trouant
Vice-President ..... Joseph Pierson
Vice-President ..... Ray C. Ellis
Gen. Sales Dept. Mgr. John H. Fenstermacher

BRANCH OFFICES: Offices in New York, N. Y.; Chicago, Ill.; Los Angeles, Calif.; Waltham, Mass.; Newton, Mass. Plants Located in Newton, Mass.; Waltham, Mass.; Chicago, Ill.

PRODUCTS: Electronic components, equipments, systems.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5960

President ..... Arthur Levey
Vice-President ..... Joseph E. Swan
Treasurer ..... Franklin Field
Director of Research ..... Dr. A. H. Rosenthal

BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.

PRODUCTS: Television projectors, electronic devices.

Sentinel Radio Corp.

2020 Ridge Ave., Evanston, Illinois
Phone: University 2400

President ..... E. Alschular
Vice-President ..... O. F. Taylor
Production Manager ..... I. Jacobsen
Purchasing Agent ..... P. O. Krumm
Vice-President ..... M. D. Block
Secretary ..... C. L. Stout
Chief Engineer ..... W. J. Schnell
Sales Manager ..... E. G. May

PRODUCTS: Radio receiving sets, Radio-Phonograph combinations, FM/AM Receiving sets, Record players.

Sherron Electronics Co.

(Division of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: Evergreen 7-2820

President ..... P. E. Sherron
Director of Purchases ..... M. C. Turner
Chief Engineer ..... M. V. Barasch
Director of Television ..... P. J. Gollhofer
Sales Engineer ..... E. P. Alisch

PRODUCTS: Test equipment for television, vacuum tubes and electrical components. Television, FM, Standard Broadcast, Relay and Fixed Station Transmitters, Studio Control Consoles. Custom-built electronic equipment for industry, designed, developed and manufactured to the customer's specifications and applications. Induction and dielectric heating units. W2XDK Experimental Television Station. Trade Name, Sherron Electronics.

Sheridan Electro Corp.

2850 South Michigan Ave., Chicago 16, Ill.
Phone: Calumet 2100

President ..... John J. Sheridan
Sales Manager ..... Robert Shellow
Chief Engineer ..... Sol Heyton
Purchasing Agent ..... John H. Stackhouse

PRODUCTS: Radio sets, transmitting apparatus, and electrical appliances, combinations, record players.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHEsapeake 2323

President.....Joseph Gerl
Vice-President.....B. Freund
Sales Manager.....Edward Harris
Sales Promotion Mgr.....Herbert S. Hall
Recording Director.....Marie Ruebens

BRANCH OFFICE: 730 Fifth Ave., New York, N. Y., Phone, Circle 7-5492, National Sales Manager, Record Division, Milton Benjamin.

PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee

PRODUCTS: Recording and reproducing equipment.

Speer Resistor Corp.

Theresia St., St. Mary, Penna.
Phone: St. Marys 895

President.....Andrew Kaul, 3rd
General Manager.....G. G. Herrick
Chief Engineer.....H. N. Veley
Sales Manager.....L. J. Weidenboerner
Purchasing Agent.....A. E. Kronenwetter

PRODUCTS: Carbon insulated and non-insulated resistors, coil forms.

Sperry Gyroscope Co. Inc.

Great Neck, New York,
Phone: Fieldstone 3-3600

President.....P. R. Bassett
General Mgr.....C. R. Green
Gen. Sales Mgr.....H. H. Willis
Electronics Sales Mgr.....E. F. Lazar

PRODUCTS: KLYSTRON Tubes, radio direction finders; electronic measurement equipment, microwave communication equipment.

Stamford Electric Products Co., Inc.

Sunnyside Ave., Stamford, Conn.
Phone: Stamford 4-7548

President.....Leo Jacobson
Vice-President.....Jack Siegel
Manager-Chief Engineer Transformer Div. W. W. Weiss
Asst. Chief Engineer.....Steven Powers
Treasurer.....Joseph Kapp
Asst. Sales Manager.....Murray Hahn

PRODUCTS: Transformers, transformer specialties, electronic devices.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 6000

Senior Vice-Pres.....F. A. Hiter
Manager, Radio Dept.....F. D. Masters

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Co.

100 Carlson Road, Rochester, N. Y.
Phone: Culver 260

Chairman of Board.....Wesley M. Angle
President.....Ray H. Manson
Vice-President-General Mgr....Lee CcCanne
Vice-President—Finance.Edwin C. Rooworth
Vice-President—....Sales..Lloyd L. Spencer
Vice-President—Engineering and Research.....Frederic C. Young
Secretary-Treasurer.....Wilbur W. Hetzel
Controller.....Gordon G. Hoit
Assistant Treasurer.....Arthur F. Gibson
Assistant Treasurer.....George E. Eyer
Assistant Secretary.....George R. Town

BRANCH OFFICES: 564 W. Adams St., Chicago, Ill., Phone, State 4234; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618; 1355 Market St., San Francisco 3, Calif., Phone, Underhill 5388; Stromberg-Carlson Co., Ltd., 211-219 Geary Ave., Toronto, Ont., Canada, Phone, Melrose 2453, Ralph A. Hackbusch, Vice-President-Managing Director.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York, N. Y.
Phone: CHickering 4-4470

President.....W. E. Poor
Executive Vice-President, Sales.....D. G. Mitchell
Director of Engineering.....E. Finley Carter
General Sales Manager, Radio Tube Sales C. W. Shaw
D. R. Adv. S. P.....Heny C. L. Johnson
Director Public Relations....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.

609 W. 51st St., New York 19, N. Y.
Phone: Circle 6-7590

General Partner.....S. W. Gross
General Sales Manager.....John S. Mills
Chief Engineer.....B. Singer

PRODUCTS: Table model radios, table model radio-phono combinations.

Telicon Corp.

851 Madison Ave., New York 21, N. Y.
Phone: Butterfield 8-1900

President .....S. Sagall
Vice-President.....Colin C. Ives
PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antennas, quartz crystals.

Templetone Radio Mfg. Corp.

Templeton Bldg., New London, Conn.
Phone: New London 5346
President.....Oscar Dane
Vice-President—Manufacturing.....Eli Dane
Vice-Pres., Charge of Engineering.....Dr. Dale Pollack
Purchasing Agent.....M. A. Gardner
Director Distribution.....S. A. Kelsey
PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

United States Television Mfg. Corp.

106 7th Ave., New York 11, N. Y.
Phone: Chelsea 2-1154
President .....Hamilton Hoge
Vice-President .....John Hoge
V. P.-Secretary.....Francis H. Hoge, Jr.
Chief Engineer.....Harold V. Nielsen
PRODUCTS: AM & FM radios, television receivers, television test equipment and parts, television transmitting equipment.

Universal Microphone Co.

424 Warren Lane, Inglewood, Calif.
President.....James L. Fouch
Vice-Pres.-Sales Director.....Cecil L. Sly
Secretary.....Durwood D. Allen
Sales Manager.....Dee Breen
Advertising Manager.....Ralph L. Power
Purchasing Agent.....Karl Mautz
Chief Engineer.....Les Willyard
Research Engineer.....Dunford Kelly
BRANCH OFFICES: (Canada) 560 King St. W., Toronto 2, Ont.; (Export) 310 Clay St., San Francisco 11, Calif.; 259 W. 14th St., New York, N. Y.; 94 Portland St., Boston, Mass.; 210 E. Ohio St., Chicago, Ill.; 2321 2nd Ave., Seattle, Wash.
PRODUCTS: Microphones, stands, accessories and recording components.

Western Electric Co., Inc.

(Radio Division)
120 Broadway, New York 5, N. Y.
Phone COrtland 7-7700
Vice-Pres.-Mgr.....F. R. Lack
Manager—Distributor Sales....S. P. Taylor
PRODUCTS: AM and FM radio broadcasting transmitters, antenna phasing, coupling and monitoring equipment; speech input equipment and components; aviation, marine, police radio eransmitters and receivers; mobile radio sound distribution systems and components; hearing aids and audiometers; microphones, loudspeakers and allied items; sound measuring equipment; vacuum tubes; thermistors; fastax camera; telephone apparatus and cable; carrier telephone equipment and train dispatching apparatus. Field Engineering Services.

Westinghouse Electric Corp.

Industrial Electronics Division
2519 Wilkens Ave., Baltimore 3, Maryland
Phone: Edmondson 2300
Home Radio Division
Front Street and Susquehanna Ave., Sunbury, Pa.
Phone: Sunbury 2520
Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: Bloomfield 2-2200
President.....George H. Bucher
Vice-President .....Walter Evans
Asst. to Vice-President.....Walter E. Benoit
Mgr., Industrial Electronics Div.....C. J. Burnside
Sales Mgr., Ind. Elect. Div.....C. W. Miller
Engr. Mgr., Ind. Elect. Div....R. N. Harmon
Purchasing Agent, Ind. Elect. Div.....R. D. McGranahan
Manager, Home Radio Division.H. B. Donley
Asst. Mgr., Home Radio Div..H. W. Schaefer
Purchasing Agent, Home Radio Div.....C. W. Lutz
Vice-President, Lamp Div.....R. C. Stuart
Sales Mgr., Electronic Tues.....A. Frankel
Engr. Mgr., Electronic Tubes..D. D. Knowles
Purchasing Agent, Lamp Div...A. Clohosey
BRANCH OFFICES: In all principal cities.
PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.
Phone: Berkshire 7500
President-General Mgr..E. F. McDonald, Jr.
Exec. V. P.-Treasurer.....Hugh Robertson
V. P.-Director of Sales.....J. J. Nance
V. P.—Household Radio Div . Henry A. Bonfig
V. P.—Engineering.....Harvey Tullo
V. P.—Production...William E. Fullerton
Asst. V. P.-Asst. Secretary-Asst. Treasurer.....Sam Kaplan
Controller-Secretary-Asst. Treasurer.....R. D. Burnet
Asst. V. P.....J. E. Brown
Asst. V. P.....Karl E. Hassel
Service Manager.....Frank E. Smolek
BRANCH OFFICES: All principal cities.
PRODUCTS: Receivers: Electric-compact, table, portable, console; Battery—automobile, portable AC-DC, table, console; Combinations: radio-phonographs, radio-phonograph-recorders; FM table, console; FM and AM table, console; Television: table console, video only; Hearing Aids; Miscellaneous: Amateur, aviation, marine, police, record players, receiving and transmitting apparatus. Tradename "Zenith."

FREQUENCY MODULATION

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Frequency Modulation
During 1945

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FM Networks
For Educational Use

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Applications Granted

FM Position Solidified In '45

By ROBERT BARTLEY, Director, FM Dept. NAB

THE past year seems destined to become known as the one in which the foundations were solidified for the future of American broadcasting, FM. The merger of the Frequency Modulation Broadcasters, Inc., with the National Association of Broadcasters set the pattern for self-administration in the traditional American system, and the assignment of the 88-108 mc. band gave FM its long-awaited permanent position in the radio spectrum.

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At a meeting held in Washington last October, representatives appointed by the FMBI and NAB boards worked out final details of the merger under which FMBI activities were transferred to the newly created FM Department of the NAB, with NAB memberships provided for FMBI members. The joint committee of the two organizations became the executive committee of the NAB's FM Department, with Walter Damm, FMBI president, as chairman.

Robert Bartley, the first secretary of FMBI and for the past two years director of government relations for NAB, was named director of the new department, which will have headquarters in the old FMBI offices at 1730 I Street, N.W., in Washington.

As one of its primary objectives, the NAB's FM Department is called upon "to seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities . . . " In one of its first official acts, the Department helped bring about the new system of consecutive numbering for FM channels.

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Announcement of the switch to the higher frequencies brought about renewed protests by Edwin H. Armstrong, inventor of FM, and the Zenith Corp., both of whom objected to the 88-108 band on grounds that it would not provide satisfactory rural service. Following several stormy sessions with the FCC, Zenith's proposal that both the 88-108 and the 44-50 bands be used was dropped by the commission.

During the year, FM licenses were sought by many newcomers to radio. Outstandng among these was the International Ladies Garment Workers Union, which has applied for licenses in New York, Philadelphia, Boston, Los Angeles, Chattanooga (conditional permit granted) and St. Louis. The union, which has retained Morris Novik, former director of WNYC, as radio consultant plans to operate the stations on a non-profit, community basis, with heavy public service programming. Conditional grants have been awarded also to the United Auto Workers, CIO, in Detroit, and to the Amalgamated Clothing Workers, CIO, Rochester, N. Y.

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While some labor organizations sought to hasten the advent of FM, James C. Petrillo's American Federation of Musicians threw a wrench into the works by demanding added musicians where AM musical shows were duplicated on FM outlets. The edict, in effect, forced network-owned FM stations off the air. Settlement of the dispute is hoped to result from the NAB-AFM meetings slated for April.

With the first twenty FM channels—between 88 and 92 mc.—reserved for non-commercial educational operations by the FCC, the educational aspects of FM took on added importance. Traditionally the leader in educational radio, the Mid-West has again taken the lead with state-wide educational FM webs planned for Wisconsin and Ohio.

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As of Mar. 8, 1946, the FCC had granted conditional licenses to 352 FM stations, with about 400 additional applications still pending, and Commission officials forecast several thousand FM outlets throughout the country "in a few years time."

FM Networks For Educational Use

By GEORGE JENNINGS, Assoc. Dir., Radio Council, Chicago Public Schools

THE year 1946 will see a great increase in the number of Frequency Modulation stations, owned and operated by school systems, universities, schools and colleges, and in some instances by "radio councils" reporting directly to state universities or state superintendents of education.

Under the leadership of the United States Office of Education and through such organizations as the Chicago School Broadcast Conference and the Association for Education by Radio interest in FM for educational use has been greatly stimulated. And this interest, now that equipment is again available, is being translated into specific action by local and state groups.

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The University of Wisconsin in the summer of 1945 announced the organization of a state-wide Radio Council to implement the setting up of a state-wide FM network, and late in 1945 the Council, through Harold McCarty, Director of station WHA, announced that funds had been granted by the state legislature and applications had been presented to the FCC for the installation of two FM transmitters, the first "leg" in a six station relay system which will cover the state.

In Michigan, under the chairmanship of Joseph E. Maddy of the University of Michigan, a state-wide plan of FM coverage has been worked out, and the coming year will probably see the start of that service to the people of the state. Louisiana, Kentucky, Illinois, Ohio, Iowa and some twenty other states have evinced enough interest in FM state-wide coverage for educational purposes to have surveys made of possible transmitter locations.

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All this activity is a healthful sign, providing in the plans the problem of programming such stations and networks is thoroughly considered.

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According to some of the plans for state-wide network operation, various schools or universities within the state are to assume responsibility for certain programs to be fed to the network; in other words, the local stations will do the bulk of their local programming, taking from the net and feeding to the net only those programs of state-wide interest. This plan might cast a heavier burden on the larger institutions, such as state universities, and it might also be a source of friction within the network; i.e. the smaller schools might possibly present the question, "Is the state-wide FM network being hogged by the University or by the state department of education?"

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In so far as hook-ups between states is concerned, there is no reason whatever that such might not be done. This is particularly true in the Middle-west, where there already have been, from time to time, hook-ups between the state owned stations, such as WILL at Urbana; WSUI, at Iowa City; and WHA at Madison. It is quite conceivable that when and if Ohio, Michigan, Indiana, Illinois, Wisconsin and Iowa have state-wide FM networks various stations within the net may take responsibility for specific series of programs in definite subjects: for example, WBOE in Cleveland might very well assume the responsibility of doing an elementary art program for the six state area; WBEZ in Chicago might assume the responsibility of doing a series in American history; WHA at Madison might very well do a science program.

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Network operation is going to involve several problems the local school stations do not at present have to cope with. The problem of integrating schedules, clearing time, different hours of operation, wire or relay costs, all enter the picture.

Ideally, a network programming division should be set up to operate within the educational field exactly as the network operates within the commercial field. This presents the problem of financing, headquarters, and the employment of staff. Somewhere in the picture there would have to be a "Czar" (as the sports-writer puts it) of educational broadcasting in the network area.

FM Broadcast Applications Granted

AS OF FEBRUARY 4, 1946

City	Grantee	Kind of Station
	ALABAMA	
Anniston	Harry M. Ayers	Metropolitan, possibly rural
Birmingham	The Birmingham News, Co.	Metropolitan, possibly rural
Birmingham	Johnston Broadcasting Co.	Metropolitan
Mobile	Pape Broadcasting Co.	Metropolitan
Mobile	Mobile Daily Newspapers, Inc.	Metropolitan
Montgomery	G. W. Covington, Jr.	Metropolitan
Montgomery	Montgomery Broadcasting Co., Inc.	Metropolitan, possibly rural
	ARKANSAS	
Fort Smith	Donald W. Reynolds	Metropolitan, possibly rural
	CALIFORNIA	
Alameda	Abraham and Sara Kofman, d/b as Times-Star Publishing Co.	Metropolitan
Berkeley	Central Salif, Broadcasters, Inc.	Metropolitan
Fresno	J. E. Rodman	Metropolitan, possibly rural
Fresno	KARM, the George Harm Station	Metropolitan
Marysville	Sacramento Valley Broadcasters	Metropolitan
Oakland	Tribune Building Co.	Metropolitan
Oakland	Warner Brothers	Metropolitan
Ontario	The Daily Reports, a Partnership	Community
Palo Alto	Peninsula Newspapers, Inc.	Community
Richmond	Contra Costa Broadcasting Co.	Community
Riverside	The Broadcasting Corp. of America	Metropolitan, possibly rural
Sacramento	McClatchy Broadcasting Co.	Metropolitan
Sacramento	Lincoln Dollar	Metropolitan
San Bernardino	The Sun Co. of San Bernardino	Metropolitan
	Lee Brothers Broadcasting Co.	Metropolitan
San Diego	Airfan Radio Corp., Ltd.	Metropolitan
San Francisco	The Associated Broadcasters, Inc.	Metropolitan
San Jose	Valley Broadcasting Co.	Metropolitan, possibly rural
San Luis Obispo	Christina M. Jacobson, tr/as The Valley Electric Co.	Metropolitan
San Mateo	Amphlett Printing Co.	Community
Santa Maria	Santa Maria Daily Times	Community
Stockton	E. F. Peffer	Metropolitan, possibly rural
	CONNECTICUT	
Danbury	The Berkshire Broadcasting Corp.	Community
Meriden	Silver City Crystal Co.	Metropolitan
New Haven	Elm City Broadcasting Corp.	Metropolitan
New London	Thames Broadcasting Corp.	Metropolitan
Waterbury	American Republican, Inc.	Metropolitan

City	Grantee	Kind of Station
	FLORIDA	
Ft. Lauderdale	Gore Publishing Co.	Metropolitan
Jacksonville	Florida Broadcasting Co.	Metropolitan
Miami	Miami Broadcasting Co.	Metropolitan
Miami Beach	A. Frank Katzentine	Metropolitan
Miami Beach	Isle of Dreams Broadcasting Corp.	Metropolitan
Orlando	Orlando Daily Newspapers, Inc.	Metropolitan, possibly rural
St. Petersburg	Pinellas Broadcasting Co.	Metropolitan
Tampa	The Tribune Co.	Metropolitan
	GEORGIA	
Atlanta	The Constitution Publishing Co.	Metropolitan
Augusta	The Augusta Chronicle Broadcasting Co.	Metropolitan
Augusta	Augusta Broadcasting Co.	Metropolitan
Columbus	Georgia-Alabama Broadcasting Corp.	Metropolitan
Columbus	Columbus Broadcasting Co.	Metropolitan
Macon	Middle Ga. Broadcasting Co.	Metropolitan
Macon	Southeastern Broadcasting Co.	Metropolitan
Moultrie	Frank R. Pidcock, Sr.	Metropolitan
Rome	Rome Broadcasting Corp.	Metropolitan
Savannah	Savannah Broadcasting Co.	Metropolitan
Valdosta	E. D. Rivers	Metropolitan, possibly rural
	IDAHO	
Boise	Boise Broadcast Station	Metropolitan
Pocatello	Radio Service Corp.	Metropolitan
	ILLINOIS	
Aurora	The Copley Press, Inc. (Aurora Beacon-News Division)	Metropolitan
Bloomington	Radio Station WJBC	Metropolitan
Brookfield	George M. Ives	Community
Carbondale	Southern Ill. Broadcasting Corp.	
Champaign	The Champaign News Gazette, Inc.	Community
Evanston	Sentinel Radio Corp.	Community
Evanston	North Shore Broadcasting Co., Inc.	Metropolitan
	Freeport Journal-Standard Pub. Co.	Metropolitan
Harrisburg	Harrisburg Broadcasting Co.	Metropolitan, possibly rural
Herrin	Orville W. Lyerla	Metropolitan, possibly rural
Kankakee	Kankakee Daily Journal	Community
Mt. Vernon	Midwest Broadcast Co.	Metropolitan
Quincy	Lee Broadcasting, Inc.	Metropolitan
Quincy	Quincy Newspapers, Inc.	Metropolitan
Rockford	Rockford Broadcasters, Inc.	Metropolitan
Rock Island	Rock Island Broadcasting Co.	Metropolitan
Springfield	WTAX, Inc.	Metropolitan
Waukegan	Keystone Printing Service, Inc.	Metropolitan
	INDIANA	
Columbus	Syndicate Theaters, Inc.	Metropolitan
Connersville	News-Examiner Co.	Metropolitan
Elkhart	Truth Publishing Co., Inc.	Metropolitan
Kokomo	Kokomo Broadcasting Corp.	Metropolitan
Lafayette	WFAM, Inc.	Metropolitan
Shelbyville	Shelbyville Radio, Inc.	Metropolitan

City	Grantee	Kind of Station
	IOWA	
Burlington	Burlington Broadcasting Co.	Metropolitan, possibly rural
Cedar Rapids	The Gazette Co.	Metropolitan
Des Moines	Central Broadcasting Co.	Metropolitan
Des Moines	Cowles Broadcasting Co.	Metropolitan, possibly rural
Dubuque	Telegraph Herald	Metropolitan, possibly rural
Dubuque	Dubuque Broadcasting Co.	Metropolitan, possibly rural
Waterloo	Josh Higgins Broadcasting Co.	Metropolitan, possibly rural
	KANSAS	
Lawrence	The World Company	Metropolitan
Topeka	Topeka Broadcasting Association, Inc.	Metropolitan
Wichita	Farmers & Bankers Broadcasting Corp.	Metropolitan
Wichita	The Rario Station KFH Co.	Metropolitan
	KENTUCKY	
Lexington	American Broadcasting Corp. of Kentucky	Metropolitan
Louisville	Courier Journal & Louisville Times Co.	Metropolitan
Louisville	WAVE, Inc.	Metropolitan
Louisville	Northside Broadcasting Corp.	Metropolitan
Owensboro	Owensboro Broadcasting Co., Inc.	Metropolitan
Paducah	Paducah Broadcasting Co., Inc.	Metropolitan
Paducah	Paducah Newspapers, Inc.	Metropolitan
	LOUISIANA	
Alexandria	Alexandria Broadcasting Co., Inc.	Metropolitan
Alexandria	Central La. Broadcasting Corp.	Community
New Orleans	The Times Picayune Pub. Co.	Metropolitan
New Orleans	Loyola University	Metropolitan
New Orleans	Supreme Broadcasting System, Inc.	Metropolitan, possibly rural
	MAINE	
Bangor	Portland Broadcasting System, Inc.	Metropoitan
	MARYLAND	
Frederick	The Monocacy Broadcasting Co.	Metropoitan
Hagerstown	Hagerstown Broadcasting Co.	Metropoitan
Salisbury	The Peninsula Broadcasting Co.	Metropoitan
	MASSACHUSETTS	
Brockton	Cur-Nan Co.	Community
Fall River	Fall River Broadcasting Co., Inc.	Metropolitan
Fitchburg	Mitchell G. Meyers, Reuben E. Aronheim & Milton H. Meyers	Metropolitan
Greenfield	Recorder Publishing Corp.	Community
Greenfield	John W. Haigis	Community
Haverhill	The Haverhill Gazette Co.	Metropolitan
Haverhill	The Hampden-Hampshire Corp.	Metropolitan
Lawrence	Hildreth & Rogers Co.	Metropolitan
New Bedford	Bristol Broadcasting Co., Inc.	Metropolitan
North Adams	James A. Hardman	Metropolitan
Pittsfield	Monroe B. England	Metropolitan
Pittsfield	Eagle Publishing Co.	Community
Salem	North Shore Broadcasting Co.	Community
Springfield	WMAS, Inc.	Metropolitan

City	Grantee	Kind of Station
	MICHIGAN	
Ann Arbor	Washtenaw Broadcasting Co.	Metropolitan
Benton Harbor	The Palladium Pub. Co.	Metropolitan
Dearborn	Herman Radner	Community
Detroit	WJR, The Goodwill Station, Inc.	Metropolitan
Detroit	UAW-CIO Broadcasting Corp. of Mich.	Metropolitan
Detroit	King-Trendle Broadcasting Corp.	Metropolitan
Escanaba	John B. Norton	Metropolitan
Flint	Flint Broadcasting Co.	Metropolitan
Lansing	WJIM, Inc.	Metropolitan
Muskegon	Ashbacker Radio Corp.	Metropolitan, possibly rural
Pontiac	Pontiac Broadcasting Co.	Metropolitan
Port Huron	Times Herald Co.	Metropolitan
Saginaw	Saginaw Broadcasting Co.	Metropolitan
Wyandotte	Wyandotte News Co.	Community
	MINNESOTA	
Mankato	Southern Minn. Supply Co.	Metropolitan
Minneapolis	Minn. Broadcasting Corp.	Metropolitan
Minneapolis	Independent Merchants Broadcasting Co.	Metropolitan
Rochester	Southern Minn. Broadcasting Co.	Metropolitan
St. Paul	WMIN Broadcasting Co.	Metropolitan
St. Paul	KSTP, Inc.	Metropolitan, possibly rural
	MISSISSIPPI	
Clarksdale	Birney Imes, Sr.	Metropolitan
Jackson	Lamar Life Insurance Co.	Metropolitan, possibly rural
	MISSOURI	
Joplin	Joplin Broadcasting Co.	Metropolitan
Kansas City	WHB Broadcasting Co.	Metropolitan
Kansas City	The Kansas City Star Co.	Metropolitan
St. Louis	Thomas Patrick, Inc.	Metropolitan
St. Louis	Mo. Broadcasting Corp.	Metropolitan
St. Louis	The Pulitzer Pub. Co.	Metropolitan
St. Louis	Star-Times Pub. Co.	Metropolitan
St. Louis	St. Louis University	Metropolitan
	NEBRASKA	
Lincoln	Cornbelt Broadcasting Corp.	Metropolitan
Omaha	Inland Broadcasting Co.	Metropolitan
Omaha	World Publishing Co.	Metropolitan, possibly rural
	NEVADA	
Las Vegas	Nevada Broadcasting Co.	Community
Reno	Reno Newspapers, Inc.	Metropolitan
	NEW HAMPSHIRE	
Claremont	Claremont Eagle, Inc.	Metropolitan
Manchester	Harry M. Bitner	Metropolitan
Portsmouth	WHEB, Inc.	Metropolitan
	NEW JERSEY	
Asbury Park	Asbury Park Press, Inc.	Community
Atlantic City	Neptune Broadcasting Corp.	Metropolitan
Atlantic City	Press-Union Publishing Co.	Metropolitan
Bridgeton	Easton States Broadcasting Corp.	Metropolitan
New Brunswick	Home News Publishing Co.	Community
Paterson	The Passaic Daily News	Community
Trenton	Mercer Broadcasting Co.	Metropolitan

City	Grantee	Kind of Station
	NEW YORK	
Buffalo	Roy L. Albertson	Metropolitan
Buffalo	WBEN, Inc.	Metropolitan, possibly rural
Buffalo	WEBR, Inc.	Metropolitan
Corning	W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader	Metropolitan
Dunkirk	Dunkirk Printing Company	Community
Hornell	The W. H. Greenhow Co.	Metropolitan, possibly rural
Ithaca	Cornell University	Rural
Jamestown	James Broadcasting Co., Inc.	Metropolitan
Ogdensburg	St. Lawrence Broadcasting Corp.	Rural
Oswego	Palladium-Times, Inc.	Metropolitan
Rochester	Amalgamated Broadcasting System, Inc.	Metropolitan
Syracuse	Syracuse Broadcasting Corp.	Metropolitan
Syracuse	WAGE, Inc.	Metropolitan
Syracuse	Central New York Broadcasting Radio Corp.	Metropolitan
Syracuse	Radio Projects, Inc.	Metropolitan
Syracuse	Onondaga Radio Broadcasting Corp.	Metropolitan
Troy	Troy Record Co.	Metropolitan
Utica	WIBX, Inc.	Metropolitan
Watertown	The Brockway Co.	Metropolitan
White Plains	Westchester Broadcasting Corp.	Community
	NORTH CAROLINA	
Burlington	Alamance Broadcasting Co., Inc.	Metropolitan
Charlotte	Southeastern Broadcasting Co.	Metropolitan
Durham	Durham Radio Corp.	Metropolitan
Fayetteville	Cape Fear Broadcasting Co.	Metropolitan
Gastonia	F. C. Todd	Metropolitan, possibly rural
Greensboro	Greensboro News Co.	Metropolitan
Hickory	Catawba Valley Broadcasting Co., Inc.	Metropolitan, possibly rural
High Point	High Point Enterprise, Inc.	Metropolitan
High Point	Radio Station WMFR, Inc.	Metropolitan
Raleigh	WPTF Radio Co.	Metropolitan, possibly rural
Roanoke Rapids	Telecast, Inc.	Metropolitan
Roanoke Rapids	WCBT, Inc.	Metropolitan
Rocky Mount	Josh L. Horne	Metropolitan
Rocky Mount	William Avera Wynne	Metropolitan
Salisbury	Piedmont Broadcasting Corp.	Metropolitan
Washington	Tar Heel Broadcasting System, Inc.	Metropolitan
Wilmington	Richard Austin Dunlea	Metropolitan
Wilmington	Wilmington Star-News Co.	Metropolitan
Winston-Salem	WAIR Broadcasting Co.	Metropolitan
	OHIO	
Cincinnati	The Cincinnati Times-Star Co.	Metropolitan, possibly rural
Cincinnati	The Crosley Corp.	Metropolitan
Cincinnati	L. B. Wilson, Inc.	Metropolitan
Cincinnati	Buckeye Broadcasting Co.	Metropolitan
Cincinnati	Scripps-Howard Radio, Inc.	Metropolitan
Columbus	Lloyd A. Pixley, et al, d/b as The Pixleys	Metropolitan
Dover	The Tuscora Broadcasting Co.	Community
Marion	The Marion Broadcasting Co.	Metropolitan, possibly rural
Toledo	The Fort Industry Co.	Metropolitan
Wooster	The Wooster Republican Printing Co.	Metropolitan
	OKLAHOMA	
Ardmore	John F. Easley	Metropolitan
Lawton	Okla. Quality Broadcasting Co.	Metropolitan

City	Grantee	Kind of Station
Muskogee	Muskogee Broadcasting Co.	Metropolitan
Oklahoma City	WKY Radiophone Co.	Metropolitan, possibly rural
Oklahoma City	KOMA, Inc.	Metropolitan, possibly rural
Oklahoma City	Plaza Court Broadcasting Co.	Metropolitan, possibly rural
Oklahoma City	O. L. Taylor	Metropolitan
Shawnee	KBFF Broadcasting Co.	Metropolitan
Tulsa	Fred Jones Broadcasting Co	Metropolitan
	OREGON	
Modford	Mrs. W. J. Virgin	Metropolitan
Medford	Medford Printing Co.	Community
Portland	KXL Broadcasters	Metropolitan, possibly rural
Portland	Broadcasters Ore., Ltd.	Metropolitan
Portland	KALE, Inc.	Metropolitan
Portland	Pacific Radio Adv. Service	Metropolitan
Portland	Oregonian Pub. Co.	Metropolitan
Portland	KOIN, Inc.	Metropolitan
	PENNSYLVANIA	
Allentown	Lehigh Valley Broadcasting Co.	Metropolitan
Altoona	The Gable Broadcasting Co.	Metropolitan
Bethlehem	The Bethlehems' Globe Pub. Co.	Metropolitan
Bradford	Bradford Publications, Inc.	Metropolitan
Clearfield	Airplane & Marine Instruments, Inc.	Metropolitan
Du Bois	Tri-County Broadcasting Co., Inc.	Metropolitan
Erie	Presque Isle Broadcasting Co	Metropolitan
Forks Township, Nr. Easton	Easton Publishing Co.	Community
Harrisburg	The Patriot Co.	Metropolitan
Harrisburg	WHP, Inc.	Metropolitan
Johnstown	WJAC, Inc	Metropolitan
Lancaster	Peoples Broadcasting Co.	Metropolitan
Lancaster	WGAL, Inc.	Metropolitan
Meadville	H. C. Winslow	Metropolitan
Reading	Hawley Broadcasting Co.	Metropolitan
Scranton	Scranton Broadcasters, Inc.	Metropolitan
Sunbury	Sunbury Broadcasting Corp.	Metropolitan
Uniontown	Fayette Broadcasting Corp.	Metropolitan
Uniontown	Uniontown Newspapers, Inc.	Metropolitan, possibly rural
Wilkes-Barre	Louis G. Baltimore	Metropolitan
Williamsport	WRAK, Inc.	Metropolitan
York	Susquehanna Broadcasting Co.	Metropolitan
York	White Rose Broadcasting Co.	Metropolitan
	SOUTH CAROLINA	
Anderson	Wilton E. Hall	Metropolitan, possibly rural
Charleston	Atlantic Coast Broadcasting Co.	Metropolitan
Columbia	Surety Life Ins. Co.	Metropolitan
Greenville	The Greenville News Piedmont Co.	Metropolitan
Greenville	Textile Broadcasting Co.	Metropolitan
Greenwood	Grenco, Inc.	Metropolitan
Rock Hill	Spartanburg Advertising Co	Community
Spartanburg	York County Broadcasting Co.	Metropolitan, possibly rural
	TENNESSEE	
Bristol	Radiophone Broadcasting Station WOPI, Inc.	Metropolitan, possibly rural
Chattanooga	Unity Broadcasting Corp. of Tenn.	Metropolitan
Chattanooga	WDOD Broadcasting Corp.	Metropolitan
Clarksville	Leaf Chronicle Co.	Metropolitan
Clarksville	William Kleeman	Metropolitan
Jackson	The Sun Pub. Co.	Metropolitan

City	Grantee	Kind of Station
Johnson City	WJHL, Inc.	Metropolitan
Knoxville	Knoxville Pub. Co.	Metropolitan
Knoxville	S. E. Adcock	Metropolitan
Memphis	Hoyt B. Wooten	Metropolitan, possibly rural
Memphis	Herbert Herff	Metropolitan
Nashville	WSIX Broadcasting Station	Metropolitan
	TEXAS	
College Station	Agricultural and Mechanical Colege of Texas	Metropolitan
Beaumont	KRIC, Inc.	Metropolitan
Brownsville	Brownsvile Herald Pub. Co.	Community
Galveston	The KLUF Broadcasting Co., Inc.	Metropolitan
Harlingen	Harbenito Broadcasting Co., Inc.	Metropolitan
Houston	Houston Printing Corp.	Metropolitan
Houston	KTRH Broadcasting Co.	Metropolitan
San Antonio	The Walmac Co.	Metropolitan
Temple	Bell Broadcasting Co., Inc.	Community
Texarkana	KCMC, Inc.	Metropolitan
Wichita Falls	Times Publishing Co. of Wichita Falls	Metropolitan
	UTAH	
Salt Lake City	Intermountain Broadcasting Corp.	Metropolitan
	VIRGINIA	
Lynchburg	Lynchburg Broadcasting Corp.	Metropolitan
Lynchburg	Old Dominion Broadcasting Corp.	Metropolitan
Norfolk	WTAR Radio Corp.	Metropolitan
Portsmouth	Portsmouth Radio Corp.	Metropolitan
Richmond	Havens & Martin, Inc.	Metropolitan
Winchester	Richard Field Lewis, Jr.	Metropolitan, possibly rural
	WASHNGTON	
Seattle	Queen City Broadcasting Co., Inc.	Metropolitan, possibly rural
Seattle	Evergreen Broadcasting Corp.	Metropolitan
Seattle	Radio Sales Corp.	Metropolitan
Seattle	Fisher's Blend Station, Inc.	Metropolitan, possibly rural
	WEST VIRGINIA	
Beckley	Beckley Newspaper Corp.	Metropolitan
Beckley	Joe L. Smith, Jr.	Metropolitan, possibly rural
Bluefield	Daily Telegraph Printing Co.	Metropolitan, possibly rural
Huntington	Huntington Broadcasting Corp.	Metropolitan
Morgantown	W. Va. Radio Corp.	Community
	WISCONSIN	
Town of Gr. Greenfield	Wm. C. Forrest	Metropolitan, possibly rural
Green Bay	Green Bay Newspaper Co.	Metropolitan
LaCrosse	WKBH, Inc.	Metropolitan, possibly rural
Madison	Badger Broadcasting Co.	Metropolitan, possibly rural
Milwaukee	Milwaukee Broadcasting Co.	Metropolitan
Oshkosh	Myles H. Johns, d/b as Oshkosh Broadcasting Co.	Metropolitan
Racine	Racine Broadcasting Corp.	Metropolitan
Sheboygan	Press Pub. Co.	Metropolitan
Wausau	Record Herald Co.	Metropolitan
	WYOMING	
Cheyenne	Frontier Broadcasting Co.	Metropolitan

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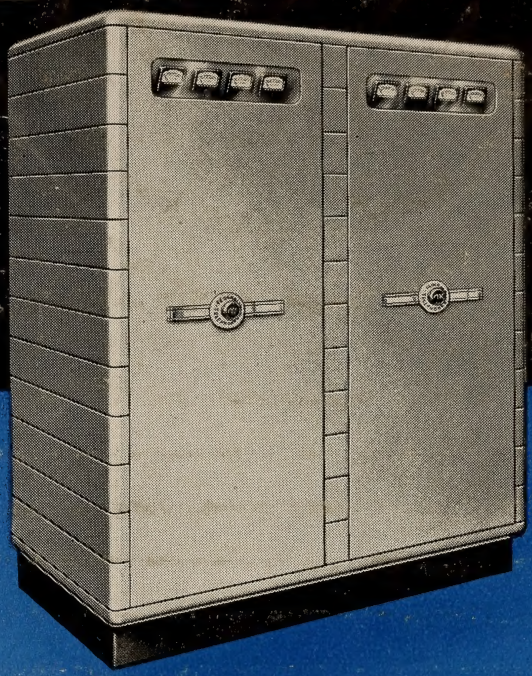

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